



Euromonitor  
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# Baked Goods in Germany

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- High level of production costs leads to elevated retail prices of baked goods
- Sustainability and new ingredients help players to stand out
- Private label and in-store bakeries offer competition to artisanal players

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- German market may become more diverse in line with modern society
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Staple Foods in Germany - Industry Overview

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