

# **Baked Goods in Ireland**

November 2024

Table of Contents

#### Baked Goods in Ireland - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Value sales stagnate as category records deflation Premiumisation remains strong despite tighter budgets Innovation is focused on new consumption occasions

#### PROSPECTS AND OPPORTUNITIES

Demand for unpackaged baked goods remains strong as consumer confidence improves Rising concerns about UPFs drive innovation focus on health focused variants Manufacturers to invest in sustainability and regionality

#### CATEGORY DATA

Table 1 - Sales of Baked Goods by Category: Volume 2019-2024Table 2 - Sales of Baked Goods by Category: Value 2019-2024Table 3 - Sales of Baked Goods by Category: % Volume Growth 2019-2024Table 4 - Sales of Baked Goods by Category: % Value Growth 2019-2024Table 5 - Sales of Pastries by Type: % Value 2019-2024Table 6 - NBO Company Shares of Baked Goods: % Value 2020-2024Table 7 - LBN Brand Shares of Baked Goods: % Value 2021-2024Table 8 - Distribution of Baked Goods by Category: Volume 2024-2029Table 9 - Forecast Sales of Baked Goods by Category: Volume 2024-2029Table 10 - Forecast Sales of Baked Goods by Category: Wolume Growth 2024-2029Table 11 - Forecast Sales of Baked Goods by Category: % Volume Growth 2024-2029Table 12 - Forecast Sales of Baked Goods by Category: % Value Growth 2024-2029

#### Staple Foods in Ireland - Industry Overview

### EXECUTIVE SUMMARY

Staple foods in 2024: The big picture Key trends in 2024 Competitive Landscape Channel developments What next for staple foods?

#### MARKET DATA

Table 13 - Sales of Staple Foods by Category: Volume 2019-2024Table 14 - Sales of Staple Foods by Category: Value 2019-2024Table 15 - Sales of Staple Foods by Category: % Volume Growth 2019-2024Table 16 - Sales of Staple Foods by Category: % Value Growth 2019-2024Table 17 - NBO Company Shares of Staple Foods: % Value 2020-2024Table 18 - LBN Brand Shares of Staple Foods: % Value 2021-2024Table 19 - Penetration of Private Label by Category: % Value 2019-2024Table 20 - Distribution of Staple Foods by Format: % Value 2019-2024Table 21 - Forecast Sales of Staple Foods by Category: Volume 2024-2029Table 22 - Forecast Sales of Staple Foods by Category: Walue 2024-2029Table 23 - Forecast Sales of Staple Foods by Category: % Value 2024-2029Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

#### DISCLAIMER

## SOURCES

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/baked-goods-in-ireland/report.