



Euromonitor
International

Baked Goods in the United Kingdom

November 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail volume sales return to growth as inflationary pressures ease
Demand for premium products starts to recover as consumer confidence improves
Rising concerns around UPFs and HFSS drive innovation

PROSPECTS AND OPPORTUNITIES

Retail volume sales set to record steady growth as inflation eases
Need for indulgence and convenience to remain key drivers of future growth
Innovation focus on health will help expand audience and increase consumption occasions

CATEGORY DATA

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

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