



Euromonitor
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Baked Goods in the Netherlands

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Cakes and pastries continue to be driven by indulgence trends
- Focus on health and vegan lifestyles in bread and other baked goods
- Sustainability and waste reduction drive interest in frozen bread

PROSPECTS AND OPPORTUNITIES

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Staple Foods in the Netherlands - Industry Overview

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