



Baked Goods in Western Europe

April 2021

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Key findings

REGIONAL OVERVIEW

Western Europe the biggest regional market for baked goods

Positive growth rates expected throughout the forecast period

UK, France and Italy add a lot of new sales over 2015-2020

Bread suffering from maturity and an unhealthy image in some markets

Pastries and cakes shine, but bread is in decline

Flatlining post-2020 annual growth rates expected for bread

Food/drink/tobacco specialists still the leading distribution channel ...

...but losing share to discounters and e-commerce

LEADING COMPANIES AND BRANDS

Big players have very small shares in baked goods

Harry-Brot closes the gap marginally on second-placed Agrofert

Karl Fazer and Lantmännen generate most of their sales in Scandinavia

Mulino Bianco defends the top spot it took over in 2019

FORECAST PROJECTIONS

France and Italy to add most new sales over 2015-2020...

...but Turkey to slip back into posting losses again

Hard drivers will just about offset the negative impact of soft drivers

COUNTRY SNAPSHOTS

Austria: Market Context

Austria: Competitive and Retail Landscape

Belgium: Market Context

Belgium: Competitive and Retail Landscape

Denmark: Market Context

Denmark: Competitive and Retail Landscape

Finland: Market Context

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Turkey: Competitive and Retail Landscape

UK: Market Context

UK: Competitive and Retail Landscape

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