

# Baked Goods in the Czech Republic

November 2023

**Table of Contents** 

#### Baked Goods in the Czech Republic - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Trend towards unpackaged and smaller-sized baked goods as consumers rationalise their spending Packaged flat bread benefits from interest in international cuisine Health and wellness trend exerts a growing influence on new product development

#### PROSPECTS AND OPPORTUNITIES

Trend towards higher-quality, healthier items, despite high cost of living Trend towards snacking offers potential for pastries Sourdough and organic varieties to grow in popularity

#### CATEGORY DATA

Table 1 - Sales of Baked Goods by Category: Volume 2018-2023
Table 2 - Sales of Baked Goods by Category: Value 2018-2023
Table 3 - Sales of Baked Goods by Category: % Volume Growth 2018-2023
Table 4 - Sales of Baked Goods by Category: % Value Growth 2018-2023
Table 5 - Sales of Pastries by Type: % Value 2018-2023
Table 6 - NBO Company Shares of Baked Goods: % Value 2019-2023
Table 7 - LBN Brand Shares of Baked Goods by Format: % Value 2018-2023
Table 8 - Distribution of Baked Goods by Category: Volume 2023-2028
Table 10 - Forecast Sales of Baked Goods by Category: Value 2023-2028
Table 11 - Forecast Sales of Baked Goods by Category: % Volume Growth 2023-2028
Table 12 - Forecast Sales of Baked Goods by Category: % Value Growth 2023-2028

# Staple Foods in the Czech Republic - Industry Overview

# EXECUTIVE SUMMARY

Staple foods in 2023: The big picture Key trends in 2023 Competitive landscape Channel developments What next for staple foods?

## MARKET DATA

Table 13 - Sales of Staple Foods by Category: Volume 2018-2023
Table 14 - Sales of Staple Foods by Category: Value 2018-2023
Table 15 - Sales of Staple Foods by Category: % Volume Growth 2018-2023
Table 16 - Sales of Staple Foods by Category: % Value Growth 2018-2023
Table 17 - NBO Company Shares of Staple Foods: % Value 2019-2023
Table 18 - LBN Brand Shares of Staple Foods: % Value 2020-2023
Table 19 - Penetration of Private Label by Category: % Value 2018-2023
Table 20 - Distribution of Staple Foods by Format: % Value 2018-2023
Table 21 - Forecast Sales of Staple Foods by Category: Volume 2023-2028
Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028
Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

## 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-czech-republic/report.