

Baked Goods in Spain

November 2023

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Baked Goods in Spain - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales stabilise in 2023 after a difficult couple of years

Mondelez moves into packaged cakes and pastries while sustainability concerns come to the fore

E-commerce and discounters continue to gain share as consumer shopping habits change

PROSPECTS AND OPPORTUNITIES

Healthy eating trend expected to inform demand for baked goods

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