

# Baked Goods in the United Kingdom

November 2023

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## Baked Goods in the United Kingdom - Category analysis

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High production costs challenge retail volume sales of baked goods

St Pierre records massive growth as the need for convenience drives demand

Despite the cost-of-living crisis, the desire for premiumisation remains strong

#### PROSPECTS AND OPPORTUNITIES

Retail volume sales projected to return to growth as inflationary pressures ease

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