

Baked Goods in the Netherlands

November 2023

Table of Contents

Baked Goods in the Netherlands - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bread is consumed primarily at breakfast but presents significant opportunities during lunch Unpackaged pastries are gaining ground as the home baking trend weakens Unpackaged leavened bread is performing well as consumers seek high-quality bread

PROSPECTS AND OPPORTUNITIES

E-commerce growth offers promise Plant-based protein presents bread opportunities Organic bread resilience despite higher prices

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 Netherlands - 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

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SOURCES

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