

Staple Foods in Western Europe

January 2024

Table of Contents

INTRODUCTION

Scope

Key findings

REGIONAL OVERVIEW

Western Europe has the second biggest regional market for staple foods

Modest annual growth rates expected over the forecast period

Western Europe has the biggest baked goods market among the global regions

New products helping drive growth in meat and seafood substitutes in Spain

Processed meat in volume decline in France

Baked goods dominate new sales over 2018-2023

Mutti a value-added success story in the UK as it hits second spot in shelf stable tomatoes

Modern grocery retailers dominate sales of staple foods in Western Europe

Food/drink/tobacco specialists remain a key channel in baked goods sales

LEADING COMPANIES AND BRANDS

Artisanal products contribute to fragmented competitive landscapes

Players look to offer added value against the backdrop of rising costs and prices

Regional leader Barilla generates almost half of its sales in the Italian market

Brands fight for the 40% of sales not accounted for by private label and artisanal products

FORECAST PROJECTIONS

Modest annual growth rates expected over the forecast period in Western Europe

Health and convenience will remain important trends in the coming years

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

Finland: Competitive and Retail Landscape

France: Market Context

France: Competitive and Retail Landscape

Germany: Market Context

Germany: Competitive and Retail Landscape

Greece: Market Context

Greece: Competitive and Retail Landscape

Ireland: Market Context

Ireland: Competitive and Retail Landscape

Italy: Market Context

Italy: Competitive and Retail Landscape

Netherlands: Market Context

Netherlands: Competitive and Retail Landscape

Norway: Market Context

Norway: Competitive and Retail Landscape

Portugal: Market Context

Portugal: Competitive and Retail Landscape

Spain: Market Context

Spain: Competitive and Retail Landscape

Sweden: Market Context

Sweden: Competitive and Retail Landscape
Switzerland: Market Context
Switzerland: Competitive and Retail Landscape
Turkey: Market Context
Turkey: Competitive and Retail Landscape
UK: Market Context
UK: Competitive and Retail Landscape

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