Euromonitor International

Baked Goods in the United States

November 2026

Table of Contents

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Value growth improves incrementally while volumes remain under pressure
Bread leads in value, while pastries sees the most dynamic growth
Wellness innovations reshape product development
Despite the health trend, consumers look for permissible indulgence
Chart 1 Value Sales 2021-2031
Chart 2 Volume Sales 2021-2031
Chart 3 Value Sales by Category 2026

WHAT'S NEXT?

Bread to retain value leadership to 2031, although achieving volume growth will be challenging
Dessert mixes set to outperform, while dessert pies and tarts faces sustained decline through to 2031
Brands expected to pivot to nostalgia and subtle wellness messaging as wheat volatility pressures traditional offerings
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Bimbo and Flowers Foods pursue wellness-led innovation
Mars absorbs Kellanova baked goods brands while Hero Bread doubles retail footprint
Chart 1 Company Shares 2026
Chart 2 Brand Shares 2026

CHANNELS

Value formats and convenience stores gain ground as supermarkets cedes share
Retail e-commerce is the fastest-growing channel for specialised bread brands
Chart 1 Retail Channels 2021-2026

PRODUCTS

Functional reformulation spreads across the portfolio
Nostalgia and premium flavour define indulgent launches
Competitive and cost pressures reshape the innovation agenda

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

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