

# Baked Goods in Australia

January 2023

Table of Contents

## Baked Goods in Australia - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Indulgence trends gain traction amongst local consumers  
Inflationary pressures drive up value sales and unit price growth  
Appreciation for products with local origins and artisanal varieties

#### PROSPECTS AND OPPORTUNITIES

Sustainable practices within baked goods to gain further prominence  
Opportunities for growth by delivering personalised experiences  
Players to incorporate sustainability as part of strategic focus

#### CATEGORY DATA

Table 1 - Sales of Baked Goods by Category: Volume 2017-2022  
Table 2 - Sales of Baked Goods by Category: Value 2017-2022  
Table 3 - Sales of Baked Goods by Category: % Volume Growth 2017-2022  
Table 4 - Sales of Baked Goods by Category: % Value Growth 2017-2022  
Table 5 - Sales of Pastries by Type: % Value 2017-2022  
Table 6 - NBO Company Shares of Baked Goods: % Value 2018-2022  
Table 7 - LBN Brand Shares of Baked Goods: % Value 2019-2022  
Table 8 - Distribution of Baked Goods by Format: % Value 2017-2022  
Table 9 - Forecast Sales of Baked Goods by Category: Volume 2022-2027  
Table 10 - Forecast Sales of Baked Goods by Category: Value 2022-2027  
Table 11 - Forecast Sales of Baked Goods by Category: % Volume Growth 2022-2027  
Table 12 - Forecast Sales of Baked Goods by Category: % Value Growth 2022-2027

## Staple Foods in Australia - Industry Overview

### EXECUTIVE SUMMARY

Staple foods in 2022: The big picture  
Key trends in 2022  
Competitive Landscape  
Channel developments  
What next for staple foods?

#### MARKET DATA

Table 13 - Sales of Staple Foods by Category: Volume 2017-2022  
Table 14 - Sales of Staple Foods by Category: Value 2017-2022  
Table 15 - Sales of Staple Foods by Category: % Volume Growth 2017-2022  
Table 16 - Sales of Staple Foods by Category: % Value Growth 2017-2022  
Table 17 - NBO Company Shares of Staple Foods: % Value 2018-2022  
Table 18 - LBN Brand Shares of Staple Foods: % Value 2019-2022  
Table 19 - Penetration of Private Label by Category: % Value 2017-2022  
Table 20 - Distribution of Staple Foods by Format: % Value 2017-2022  
Table 21 - Forecast Sales of Staple Foods by Category: Volume 2022-2027  
Table 22 - Forecast Sales of Staple Foods by Category: Value 2022-2027  
Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2022-2027  
Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2022-2027

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