

# Baked Goods in Ireland

November 2022

Table of Contents

## Baked Goods in Ireland - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Innovations attract indulgent consumer as the search for flavour heightens  
Problems for local bakers in Ireland as consumers migrate to supermarkets  
Products that focus on health benefits stimulate sales in baked goods

#### PROSPECTS AND OPPORTUNITIES

Economic uncertainty to sustain sales of basic baked goods  
Innovations in flavour and ingredients to boost retail volume and value growth  
Indulgence offerings continue to perform well across the forecast period

#### 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 Ireland - 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

### DISCLAIMER

### SOURCES

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/baked-goods-in-ireland/report](http://www.euromonitor.com/baked-goods-in-ireland/report).