

Baked Goods in Sweden

December 2022

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Baked Goods in Sweden - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Fading of pandemic leads to normalising baked goods volume sales
In-store bakeries benefit from demand for fresh-baked items and impulse purchases
Locally sourced items and sustainable packaging remain key trends in bread

PROSPECTS AND OPPORTUNITIES

Despite maturity, bread will continue to see growing volume sales thanks to its versatile use and more premium offerings
New launches will continue to support growth of popular tacos/tortillas category
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