

Baked Goods in Eastern Europe

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Abstracts

Sales of baked goods in Eastern Europe recorded slightly slower real value growth in 2020 than a year earlier. Although the arrival of Coronavirus (COVID-19) in the region saw consumers stockpiling certain products, this did not extend to bread in the region's biggest market of Russia, due to the short shelf life of this product, with unpackaged baked goods also hit by hygiene concerns. Stagnating or very modest annual growth rates are expected in the region from 2021.

Euromonitor International's Baked Goods in Eastern Europe global briefing offers an insight into to the size and shape of the Packaged Food market, highlights buzz topics, emerging geographies, categories and trends and identifies the leading companies and brands. It also offers strategic analysis on driving packaged food industry trends like health and wellness, premiumisation, convenience and value-for-money and how those trends influence factors like new product developments, packaging innovations, retail distribution and retail pricing both historically and into the future.

Product coverage: Cooking Ingredients and Meals, Dairy Products and Alternatives, Snacks, Staple Foods.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Packaged Food market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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