

Baked Goods in Poland

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Abstracts

Since the beginning of the 21st century, the consumption of bread in Poland has almost halved, leading producers of both packaged and unpackaged bread to create an association to highlight the benefits of eating bread and battle the influence of the gluten-free trend. The new association, Stowarzyszenie Producentów Pieczywa, also stresses the importance of checking the ingredients list of bread to differentiate good-quality from lower-quality products. Nevertheless, bread consumption continued t...

Euromonitor International's Baked Goods in Poland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2014-2018, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2023 illustrate how the market is set to change.

Product coverage: Bread, Cakes, Dessert Mixes, Frozen Baked Goods, Pastries.

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

Why buy this report?

Get a detailed picture of the Baked Goods 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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