

# Bakery in France

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## Abstracts

Baked goods is currently governed by a 'back to basics' trend, namely a switch back towards more natural, simple and less expensive products, as evidenced by the stronger performance of bread than cakes and pastries. Consumers appeared to be seeking the best value for money, in the guise of authentic and naturally healthy products in unpackaged/artisanal bread in bakeries and private label in cakes and pastries. Meanwhile the ongoing success of spreads, including home-made jams also illustrates...

Euromonitor International's Baked Goods in France report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2005-2009, 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 2014 illustrate how the market is set to change.

**Product coverage:** Bread, Cakes, Hot Cereals, Pastries, RTE Cereals, Savoury Biscuits and Crackers, Sweet Biscuits.

**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 30 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 and Sydney and a network of over 600 analysts Globalwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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