

# Bakery in Poland

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## Abstracts

Alongside the ever faster lifestyles, Poles are lacking time for proper and regular meals. In addition, fewer Poles cook or bake during the week. As a result, the overall need for convenience shapes shopping patterns. More consumers reach for packaged/industrial baked goods, ie bread, pastries and cakes, which are easy to store and use. Simultaneously, growing numbers of consumers are paying attention to what they eat and how they look. They often skip eating sandwiches for breakfast, which is...

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 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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