

# Baked Goods: Market Research Report

<https://marketpublishers.com/r/B79F31A1750EN.html>

Date: December 2011

Pages: 209

Price: US\$ 1,450.00 (Single User License)

ID: B79F31A1750EN

## Abstracts

The global outlook series on Baked Goods provides a collection of statistical anecdotes, market briefs, and concise summaries of research findings.

The report offers an aerial view of the global baked goods industry, identifies major short to medium term market challenges, and growth drivers.

The report also takes a peek into the changing retailing trends, pricing pressures, the regulatory environment, and outlines recent mergers, acquisitions, and strategic developments.

Market discussions in the report are punctuated with fact-rich market data tables.

Regional markets elaborated upon include United States, Canada, Mexico, Japan, Germany, UK, India, South Korea and Brazil among others.

Also included is an indexed, easy-to-refer, fact-finder directory listing the addresses, and contact details of 624 companies worldwide.

## Contents

### 1.MARKET OVERVIEW

Baked Goods Sales Recuperate Post Recession  
Global Bakery Market Snapshots  
Bread Market  
Global Bread Market Hit Hard by the Economic Crisis  
Market for Frozen Dough, Specialty and Artisan Breads  
Private Labels Dominate Bread Market  
Biscuit Market  
Global Leading Biscuit Brands  
Competitive Bakery Supplies Market of Europe and North America  
Fastest Growth for Bakery Products in Developing Regions

**Table 1.** Current and Future Analysis for the Global Baked Goods by Geographic Region-the US, Canada, Europe, Asia-Pacific (including Japan), Latin America and Rest of World Independently Analyzed with Annual Sales Figures in US\$ Million 2010 through 2015

**Table 2.** Baked Goods Market (2011 & 2015): Percentage Breakdown of Value Sales by Geographic Region-the US, Canada, Europe, Asia-Pacific (including Japan), Latin America and Rest of World

High Cost of Production Reduces Profit Margins  
Consumer Health Consciousness Drives Healthy Trends in the Market  
Lifestyle Influences Purchase of Baked Goods  
Too Many Product Launches Creates Consumer Confusion  
Well Balanced Between Health and Indulgence  
Price Pressure  
Price Discounting Lowers Value Growth of Bakery Sector  
Highlighting Trends and Facts

### 2.PRODUCT OVERVIEW

Bread  
Categories of Bread  
Bread Types

Packaged/Industrial Bread  
Unpackaged/Artisanal Bread  
Children's Breakfast Cereals  
Hot Cereals  
Cakes & Pastries  
Cakes  
Artisanal Cakes  
Industrial Cakes  
Pastry  
Other Bakery Products  
Cookies  
Crackers  
Muffins  
Bagels/Bialys  
Pretzels  
Croissants

### **3.TRENDS & ISSUES**

Changing Lifestyles Fuel Growth in Convenience Foods  
Sale of Industrial Products Increases Due to Changes in Eating Habits  
Consumption of Deli and in-Store Bakery Products Rising  
Product Innovations Drive Sales  
Functional Bakery Products Hit the Spotlight  
Retailer Discounting Reduces Profit Margins  
Sales of Bakery Products Enhanced by Packaging Innovations  
Innovative Bakery Products Erode the Market for Traditional Bread Products  
Indulgence – A Major Trend in Affluent Markets  
Challenges Troubling the Bakers  
Growth of Convenience Stores Boost Growth in Asia-Pacific  
Growing Consumer Health Awareness  
Whole Grain Based Baked Goods Rise in Popularity  
Western-Style Bakeries Gains Popularity in Developing Countries  
Organic Bakery Products Gaining Grounds  
Demand for Natural Bakery Products Surges  
Consolidations Rising  
Tight Competition Encourages Consolidations  
Consumer Segmentation for Exclusive Positioning of Brands  
Introduction of Composite Flour for Making Bakery Products

Grocery Stores Lead in Distribution of Baked Goods  
Impulse Purchases Prevalent for Bakery Products  
Positive Health Opinions Benefit Breakfast Cereals  
Distribution Favors International Brands  
New Retail Structures  
Proliferation of MNCs in Emerging Markets Boosts Value  
Functional Bread and Bakery Products Improves Ground  
Bakery Products Targeted for Health & Beauty Enhancement  
Functional Breads Enriched with Herbs & Flavors  
Increased Promotional Offers to Boost Sales of Biscuit and Breakfast Cereals  
Private Labels Gains Popularity  
Rise in Repeat Visits Driven by Loyalty Cards  
Supply Changes Driven by Development of in-Store Bakeries  
Challenges Posed by Growth of Moulds and Staling of Bakery Products  
Use of Natural Anti-Microbial Products for Reducing Spoilage

#### **4.REGULATORY ENVIRONMENT**

Quality Control Measures  
Appropriate Treatment of Bakery Wastewater

#### **5.MERGERS AND ACQUISITIONS**

#### **6.STRATEGIC CORPORATE DEVELOPMENTS**

#### **7.PRODUCT LAUNCHES**

#### **A REGIONAL MARKET PERSPECTIVE**

#### **1.NORTH AMERICA**

New Products Innovations Remain Resistant to Recession

#### **1A.THE UNITED STATES**

Consumer Profile  
Highlight of Current Trends  
Future Projections for the Bakery Industry  
Baked and Snack Food Market

Increased Demand for Functional Food Boosts Sales in Developed Regions

Retailer Consolidation Leads to Growth in Private Label

Industry Consolidations Rising

Frozen Dough Product Market

Bread and Bakery Product Market

**Table 3.** US Bakery Market (2011): Percentage Breakdown of Market Share in US\$ Billion by Product Segments for Bread, Rolls, Frozen Cakes, Retail Bakery Products, Soft Cakes, Pies and Others

**Table 4.** US Baked Goods Market (2011): Percentage Breakdown of Exports by Destination Country-Canada, Mexico, Japan, Korea and UK

**Table 5.** Bakery Product Market in the US (2009): Breakdown of Dollar Sales for Top Manufacturers – Interstate Bakeries Corp. (Hostess Brands), McKee Foods Corp, Tasty Baking Co., Bimbo Bakeries USA, Kraft Foods Inc, Private Label and Others (In US\$ Million)

Sweet Baked Goods Market

**Table 6.** US Sweetgoods Market (2011): Percentage Breakdown of Value Sales (in US\$) by Sub-category for Coffee Cake, Sweet Rolls, Cinnamon Rolls, Pastries, Flavored Breads, Hispanic Sweetgoods and Other Sweetgoods

Whole-Grain Bakery Products

Biscuit Market in the US

**Table 7.** US Cookie Market (2010): Percentage Breakdown of Value Sales in US\$ Million by Brands for Nabisco Chips Ahoy!, Nabisco Oreo, Nabisco Oreo Double Stuf, Little Debbie, Lofthouse, Nabisco Newtons, Pepperidge Farm, Pepperidge Farm Milano, Little Debbie Nutty Bar, Private Label and Others

**Table 8.** US Cracker Market (2011): Percentage Breakdown of Value Sales in Dollars by Select Manufacturers for Kraft Foods Inc., Keebler, Pepperidge Farm, Stacy's Pita Chip Co., Kellogg Co., Nonnis Food Co., Carr's, The Snack Factory Inc., Dare Foods Ltd. And Private Label

**Table 9.** US Cracker with Fillings Market (2011): Percentage Breakdown of Value Sales (Excluding Wal-mart) in US\$ by Supplier for Kraft Food Inc, Snyders-Lance, Keebler, Austin Foods, Sargento Food, Mars Inc., Frito Lay, Wise Foods, Late July Snacks, Private Label And Others

#### Trends & Issues

Low-Fat Bakery Products Gains Popularity  
Sales of Gluten-Free Products Grow  
Prices for Baked Goods to Rise in the US  
Low-Carbohydrate Bakery Products Make Inroads  
Cakes and Pies Wade-Off Recession  
Factors Influencing Sales in the Cakes and Pies Segment  
Factors Governing Growth in Baking Products Market  
Cupcakes: A Threat to Exotic Cakes

**Table 10.** US Cupcake/Brownie Market (2010): Percentage Breakdown of Value Sales in US\$ Million by Suppliers for Hostess Brands, McKee Foods, Tasty Baking, Bimbo, Kraft Foods, Dawn Foods, Give & Go, JTM Foods, Freed's, Private Label and Others

Spectrum of Choice Available  
Consumers Demand Innovative and Health Oriented Cookies  
Bread Products Enriched with Functional Ingredients Gain Ground  
Premium Breads Becoming Popular  
Revival of Demand for Tasty Bakery Products  
Refrigerated Products on a High  
Fresh Bakery Segment Going Strong  
Cheesecake Sales Experience Sweet Success

**Table 11.** US Fresh Bread Market (2010): Percentage Breakdown of Value Sales (Excluding Wal-mart) in US\$ Million By Select Brands for Pepperidge Farm, Nature's Own, Sara Lee, Oroweat, Arnold, Wonder, Stroehmann, Sunbeam-FLR FDS, La Brea and Private Label

**Table 12.** US Hamburger and Hot Dog Bun Market (2011): Percentage Breakdown of Value Sales (Excluding Wal-mart) in US\$ by Supplier for Sara Lee, Bimbo Bakeries, Martins, Flowers Foods, Hostess, Pepperidge Farm, Aunt Millies, Merita Corp., U.S. Bakery, Private Label and Others

**Table 13.** US Pastry/Coffeecake/Danish Market (2010): Percentage Breakdown of Value Sales in US\$ Million by Brands for Entenmann's, Little Debbie, Svenhards, James Skinner, Hostess, Cloverhill, Homestyle Two Bite, Blue Bird, Drake, Private Label and Others

**Table 14.** US Doughnut Market (2011): Percentage Breakdown of Value Sales in US\$ Million by Select Brands for Krispy Kreme, Hostess Donettes, Entenmanns, Entenmanns Softees, Little Debbie, Hostess Sweet Sixteen, Hostess, Blue Bird, Entenmanns Extreme Popems and Private Labels

**Table 15.** US Donut Market (2010): Percentage Breakdown of Value Sales by Sub-Category for Assorted/variety Donuts, Yeast Donuts, Gem/Mini/Donut Holes, Cake Donuts, Filled Donuts and Other Donuts

**Table 16.** US Donut Market (2010): Percentage Breakdown of Value Sales by Filling Type for Raspberry, White Cream, Assorted, Bavarian Cream, Jelly, Chocolate Cream, Apple and Others

**Table 17.** US English Muffin Market (2010): Percentage Breakdown of Value Sales (Excluding Wal-mart) in US\$ Million by Select Brand for Thomas, Thomas Hearty Grains, Thomas Better Start, Oroweat, Thomas Toast Cakes, Bimbo Weight Watchers, Pepperidge Farm, Gold Meadow Bakery Fiber One, Nature's Own and Private Label

**Table 18.** US Muffin Market (2011): Percentage Breakdown of Value Sales (in US\$) by Sub-category for Regular Muffins, Gourmet/ Jumbo Muffins, Mini Muffins and Muffin Tops/Crowns

**Table 19.** US Tortilla and Wraps Market (2010): Percentage Breakdown of Value Sales in US\$ Million by Suppliers for Mission, Gruma, Ole Mexc, Bimbo, Arriba Foods, La Tortilla, Calidad Foods, El Milagro, Pattco, Private Label and Others

**Table 20.** US Bagel Market (2011): Percentage Breakdown of Value Sales in US\$ by Sub-category for Assorted/Variety Bulk Bagels, Regular Bagels, Gourmet/Large Bagels, Mini/Bits/Chunk Bagels and Other Bagels

**Table 21.** US Fresh Bagels Market (2011): Percentage Breakdown of Value Sales in US\$ Million by Supplier For Bimbo, Sara Lee, Pepperidge Farm, Flowers Food, Western Bagel, Maple Leaf, New York Bagel, Toufayan, Meyers, Private Label and Others



**Table 22.** US Frozen Bagels Market (2011): Percentage Breakdown of Value Sales in US\$ Million by Brands for Pinnanacle Foods, Kraft, Rays New York, Bagels Forever, Kinnikinnick, SJB Bagel Makers of Boston, Enjoy Life Foods, Against the Grain, Dakota, Private Label and Others

**Table 23.** US Frozen Appetizer/Snack Roll Market (2010): Percentage Breakdown of Value Sales in US\$ Million by Brands for Totinos Pizza Rolls, T.G.I. Friday's, Bagel Bites, José Olé, El Monterey, Delimex, Farm Rich, Poppers, Private label and Other

**Table 24.** US Pie Market (2010): Percentage Breakdown of Value Sales in US\$ Million by Suppliers for Specialty Baker, Bonert's, Vicorp, Rocky Mountain, Jessie Lord, Bimbo, Kyger Bakery, Hill Valley, Cyrus O'Leary, Private Label and Others

**Table 25.** US Market for Cheese Snacks (2008): Percentage Breakdown of Dollar Sales by Leading Brands – Cheetos, Cheetos Natural, Wise Cheez Doodles, Cheetos Go Sack, Utz, Cheetos 100 Calorie Pack, Bachman Jax, Baked Cheetos, Roberts American Gourmet Smart Puffs, Private label and Others

**Table 26.** US Market for Non-Cheese Snacks (2008): Percentage Breakdown of Dollar Sales by Leading Brands – Frito-Lay, Sunchips, General Mills Chex Mix, Funyuns, Munchies, Robert's American Gourmet, Sunshine Cheez It, General Mills Cheerios, Private label and Others

**Table 27.** US Market for Corn Snacks (2008): Percentage Breakdown of Dollar Sales by Leading Brands – Fritos, Fritos Scoops, Fritos Flavor Twists, Bugles, Snyder of Berlin, Old Dutch, Robert's American Gourmet, Tom's Bugles, Mike Sells, Jays Oke Doke, Private label and Others

**Table 28.** US Buns/Rolls/Croissants Market (2010): Percentage Breakdown of Value Sales (Excluding Wal-mart) in US\$ Million by Brand For Arnold Select, Martin's, King's Hawaiian, Pepperidge Farm, Francisco, Cobblestone Mill, Calise & Sons Bakery, Sara Lee, Anzio & Sons, Private Label and Others

**Table 29.** US Cake Market (2010): Percentage Breakdown of Value Sales in US\$ Million by Category for Decorated Cakes, Dessert Cakes, Cup Cakes, Crème/Pudding Cakes, Cheesecakes, Snack Cakes, Icecream Cakes, Individual Desserts, Tortes, Specialty Dessert Cakes, Mousse Cakes and Wedding Cakes

**Table 30.** US Cake Market (2010): Percentage Breakdown of Value Sales in US\$



Million by Select Brands for Entenmann's, BC Bundt, Café Valley, Dutch Maid, Hill & Valley, Telco, The Original Cakerie, Bimbo, TIA Maria And Private Label

**Table 31.** US Fresh Cake Market (2010): Percentage Breakdown of Value Sales in US\$ Million Supplier for Bimbo, B.C. Bundt, Dutch Maid, Cafe Valley, Hill & Valley, Harlan Bakeries, Orig Knaubs, Telco Foods, Hostess Bands Private Label and Others

Trade Statistics

**Table 32.** US Rusks, Toasted Bread and Similar Toasted Products Exports (2009 & 2010): Breakdown in Value Terms (in Thousands of US\$) by Destination Country for Canada, Mexico, Japan, Spain, UAE, Taiwan, UK, Singapore, Saudi Arabia, Jordan and Others

**Table 33.** US Rusks, Toasted Bread and Similar Toasted Products Imports (2009 & 2010): Breakdown in Value Terms (in Thousands of US\$) by Origin Country for Canada, China, Mexico, Israel, Netherlands, Italy, South Korea, Colombia, France, Spain and Others

**Table 34.** US Crispbread Exports (2009 & 2010): Breakdown in Value Terms (in Thousands of US\$) by Destination Country - Canada, Germany, Australia, Ecuador, Mexico, Dominican Republic, Kuwait, Bahamas, Belgium, Switzerland (Excluding Liechtenstein) and Others

**Table 35.** US Crispbread Imports (2009 & 2010): Breakdown in Value Terms (in Thousands of US\$) by Origin Country for Germany, Sweden, Norway, Finland, Australia, UK, Thailand, Spain, Japan, Italy and Others

**Table 36.** US Gingerbread Exports (2009 & 2010): Percentage Breakdown of Value Exports in Thousands of US\$ by Destination Country for Canada, Japan, Panama, Mexico, Chile, Thailand, Australia, UK, Honduras, Ecuador and Others

**Table 37.** US Gingerbread Imports (2009 & 2010): Breakdown of Value Sales (in Thousands of US\$) by Origin Country for Canada, Germany, Sweden, China, Poland, Vietnam, Mexico, Argentina, Syria, Italy and Others

**Table 38.** US Sweet Biscuits Exports (2009 & 2010): Breakdown in Value Terms (in Thousands of US\$) by Destination Country for Canada, Mexico, France, South Korea,

Philippines, Japan, Hong Kong, Taiwan, Germany, Singapore and Others

**Table 39.** US Sweet Biscuits Imports (2009 & 2010): Breakdown in Value Terms (in Thousands of US\$) by Origin Country for Canada, Mexico, Germany, UK, Denmark, France, Belgium, Italy, China, India and Others

## **1B.CANADA**

Quebec Bakery Products Market

Market Trends

Consolidation of Canadian Bakery Industry

Innovative Products

Frozen Par-Baked Products

Grain Based Products' Consumption On the Rise

Popularity of Home-Style Bakeries

Problems Faced by the Industry

Distribution Network

Export and Import

Trade Statistics

**Table 40.** Canada Crispbread Exports (2009 & 2010): Breakdown in Value Terms (in US\$) by Destination Countries for US, Thailand, Philippines, St.Pierre-Miquelon, Australia, Egypt, France (incl. Monaco, French Antilles), Iceland and Others

**Table 41.** Canada Crispbread Imports (2009 & 2010): Breakdown in Value Terms (in Thousands of US\$) by Origin Countries for UK, the US, Germany, Finland, Sweden, India, Italy (includes Vatican City State), Norway, Japan, Poland and Others

**Table 42.** Canada Gingerbread Exports (2009 & 2010): Breakdown in value Terms (in Thousands of US\$) by Destination Country for The US, UK, Australia, New Zealand, Ireland, Haiti, Hong Kong, Japan, Philippines, St.Pierre- Miquelon and Others

**Table 43.** Canada Gingerbread Imports (2009 & 2010): Breakdown in Value Terms (in Thousands of US\$) by Origin Country for Italy (includes Vatican City State), Germany, Poland, Netherlands, Brazil, The US, UK, Re-Imports (Canada), Austria, Peru and Others

**Table 44.** Canada Rusks, Toasted Bread and Similar Toasted Products Exports (2009

& 2010): Breakdown in Value Terms (in Thousands of US\$) by Destination Country for The US, UK, UAE, Singapore, Japan, Brazil, Denmark, China, Australia, Costa Rica and Others

**Table 45.** Canada Rusks, Toasted Bread and Similar Toasted Products Imports (2009 & 2010): Breakdown in Value Terms (in Thousands of US\$) by Origin Country for The US, China, Italy (includes Vatican City State), France (incl. Monaco, French Antilles), Netherlands, India, Portugal, Greece, Pakistan, Sweden and Others

**Table 46.** Canada Sweet Biscuits Exports (2009 & 2010): Breakdown in Value Terms (in Thousands of US\$) by Destination Country for The US, Japan, Trinidad and Tobago, Saudi Arabia, UK, Australia, Kuwait, Philippines, Colombia, Jamaica and Others

**Table 47.** Canada Sweet Biscuits Imports (2009 & 2010): Breakdown in Value Terms (in Thousands of US\$) by Origin Country for The US, UK, Italy (includes Vatican City State), Germany, Belgium, France (incl. Monaco, French Antilles), Denmark, Switzerland, Japan, Spain and Others

## 2.JAPAN

Overview

Market Trends

Western-Style Bakery Products Gains Popularity

Specialty Bakery Products' Demand

Biscuit Manufacturers Attract Young Professionals

Popularity of Breads with Cosmetic Benefits

Key Market Share Data

**Table 48.** Japanese Bread Market (2010): Percentage Breakdown of Value Sales (JYP 100 Million) by Category for Sliced Bread, Pastries and Sweet Buns, French Bread, Breakfast Rolls, Danish Pastries and Buns With Cooked Food Between Breads

**Table 49.** Japanese Bread Market (2010): Percentage Breakdown of Value Sales in Billions of Yen by Retail Channel for Bakery, General Merchandize Stores, Convenience Stores, General Stores, School Meal Bread and Others

## 3.EUROPE

Europe Dominates Global Bakery Products Market  
Eastern European Markets Drives Growth in Baked Goods Sector

**Table 50.** Current and Future Analysis of the European Baked Goods by Geographic Region-France, Germany, Italy, UK, Spain, Russia and Rest of Europe Independently Analyzed with Annual Sales Figures in US\$ Million for the Years 2010 Through 2015

**Table 51.** European Baked Goods Market (2011 & 2015): Percentage Breakdown of Value Sales by Geographic Region-France, Germany, Italy, UK, Spain, Russia and Rest of Europe

Stagnation in Bakery Supplies Market  
Europe Offers Robust Opportunities for Packaged Bread  
Healthy Eating Comes To The Fore  
Trends & Issues  
Growth of Organic Bakery  
Multiple Grocers Dominate the Distribution Channel  
Demand for Convenience Foods and Snacks  
In-Store Artisan Bakeries Gains Prominence in Western Europe  
Innovation in Fullstream  
Health Benefits Lures Consumers  
Packaging Drives Growth  
Cakes and Pastries Segment to Experience Moderate Growth

**Table 52.** Europe Bread Market (2010): Breakdown of Production and Per Capita Bread Consumption by Select Region for Belgium, Bulgaria, Cyprus, Denmark, Finland, France, Germany, Greece, Italy, Netherlands, Slovenia, Spain, Turkey and United Kingdom

### **3A.DENMARK**

Overview  
Competitive Landscape

### **3B.CZECH REPUBLIC**

Synoptic Review of the Bakery Products Industry

### 3C.FRANCE

Bread Constitutes the Largest Segment

Bread and Rolls

Market Trends

Artisan Pastry Sector Going Strong

Bakeries Dominate Distribution Channels

Hypermarkets and Industrial Bakeries Gain Significance

Back to Basics

Factors Driving Sales Growth in Bakeries

### 3D.GERMANY

Overview

Competitive Landscape

Bakery Products

**Table 53.** Germany Bakery Market (2010): Percentage Breakdown of Market Share in US\$ Million for Packaged/Industrial Bread, Unpackaged/Artisanal Bread, Bread Substitutes, Packaged/Industrial Pastries, Unpackaged/Artisanal pastries, Packaged/Industrial Cakes, Unpackaged/ Artisanal Cakes and Other Baked Goods

Bread, the Largest Product Sector

**Table 54.** Germany Bread Market (2010): Percentage Share Breakdown in New Product Launches Based on Claims

Bread and Rolls

Unpackaged and Packaged Bread Sectors

Leading Manufacturers in Germany

Kamps AG

Kuchenmeister GmbH

Numbers Talk

**Table 55.** Germany Biscuit Market (2010): Percentage Breakdown of Market Share in

US\$ Million by Sub-sector for Plain Biscuits, Cookies, Chocolate Coated Biscuits, Sandwich Biscuits, Filled Biscuits, Savory Biscuits and Crackers and Other Biscuits

**Table 56.** Germany Pastry Market (2010): Percentage Share Breakdown in New Product Launches Based on Claims

**Table 57.** Germany Pastry Market (2010): Percentage Breakdown of Market Share by Type for Apple Turnovers, Cinnamon Rolls, Croissants, Danish Pastries, Krapfen, Muffins, Pain au chocolat, Tarts, Windbeutel and Others

Biscuit Market  
Artisan Bakeries Market  
Chocolate/Confectionery  
Market Trends  
Artisan Baking Market Declining  
Demand Rising for German Functional Breads  
Retail Trends  
Popularity of Supermarkets  
Outlook

### **3E.HUNGARY**

Outlook  
Competitive Landscape

### **3F.ITALY**

Overview  
Competitive Landscape

### **3G.ROMANIA**

### **3H.RUSSIA**

Resilience of the Baked Goods and Bread Market

### **3I.SPAIN**

Market Trends

Fastest Growing Sector: Cakes  
Popularity of Premium Biscuits  
Consumption of Energy Rich Bakery Items by Spanish Children  
Consumers Refrain from 'Unhealthy' Baked Products

## **.UKRAINE**

### **3K.THE UNITED KINGDOM**

**Table 58.** UK Bakery Market (2010): Breakdown of Value (In Millions of Pounds) and Volume ( In Million Units) Sales by Product Category- White & Healthier White Wrapped Bread, Brown / Wholemeal Wrapped Bread, 'With Bits' Wrapped Bread, Slimming & Diet Wrapped Bread, In-store bakery Bread, Crumpets Wrapped Snacks, Croissants Wrapped Snacks, Hot Cross Buns Wrapped Snacks, Bagels Wrapped Snacks, Malt Loafs Wrapped Snacks, Other Wrapped Snacks, In-store Wrapped Snacks, Rolls and Breads of the World (includes continental, Indian, Wraps, Flat Breads, Platters and Others)

#### **Bread Market**

**Table 59.** Bread Rolls and Baps Market in the UK (2010): Percentage Breakdown of Retail Value Sales by Category – In-Store Bakery White, Plant White (Branded), Plant White (Own Label), Plant Brown (Own Label), In-Store Bakery Brown, and Plant Brown (Branded)

**Table 60.** Wrapped Bread Market in the UK (2007): Percentage Breakdown of Retail Value Sales by Category – Plant White (Branded), Plant Brown (Branded), In-Store Bakery White, Plant White (Own Label), , Plant Brown (Own Label), and In-Store Bakery Brown

**Table 61.** UK Bread Market (2010): Percentage Breakdown of Production in Volume and Value Terms By Bakery Type for Large Plant Bakers, In-store Bakeries and Master Bakers

**Table 62.** Bread Market in the United Kingdom: Sales of Top 10 Brands for the Year Ended October 2008 (in Pound Sterling Million)



## Ambient Cakes and Pastries

**Table 63.** Cakes Market in the UK (2010): Percentage Breakdown of Retail Value Sales by Product Type – Large Whole Cakes, Small Cakes, Small Pies, Slices, Small Tarts, Small Swiss Roll, Malt/Fruit Loaves, Cake Bars, Slab/Cut Cakes, Large Swiss Roll, and Others

**Table 64.** UK Cake Market (2010): Percentage Breakdown of Value Sales in Millions of Pounds by Brands for Candbury Mini Rolls, Mr Kipling Fruit Pies, Mr Kipling Angel Slices, Soreen malt loaf, Mr Kipling Viennese Whirls, Mr Kipling Lemon Slices, Mr Kipling French Fancies, Mr Kipling Bakewell Tarts and Others

**Table 65.** UK Muffin Market (2010): Value Sales in (US\$ Million) and Volume Sales (in Million Units) for Top Five Brands- Thomas, Thomas Hearty Grains, Private Labels, Oroweat and Weight Watchers

## British Market for Biscuits

**Table 66.** UK Biscuit/Cookie Market (2010): Percentage Breakdown of Value Sales (in Millions of Pound) by Brands for McVitie's Digestive, Kit Kat, Go Ahead!, McVitie's Jaffa Cakes, Kellogg's Nutri-Grain, Quaker Snack-a-Jacks, Jacob's Crackers, Kellogg's Special K Bars, Maryland and Others

## Irish Bakery Industry

### British Trends

A Roller Coaster Ride for Organic Bakery Products

Bread to Drive Sales in the Baked Goods Market

Biscuits Market Continues to Grow Through Recession

Biscuit Exports to Ireland and the US Surge in 2009

The UK Cake & Biscuit Market Consolidating

Variety is the Spice

Change in Household Structure Drives Shopping

Impact of New Products

Transforming Consumer Trends

Regulations

Some Historic Market Share Tables

**Table 67.** Home Baking Market in the UK (2010): Percentage Breakdown of Value Sales by Category – Snacking Fruits, Baking Fruits, Culinary Nuts, Flour Mixes, Cake Coverings, Cherries & Peel, and Snacking Fruits & Nuts

**Table 68.** UK Biscuits & Cookies Market (2010): Percentage Breakdown of Retail Value Sales by Product Category – Healthier, Chocolate Biscuit Bars, Crackers & Crispbreads, Everyday Biscuits, Everyday Treats, Seasonal Biscuits, Children's Biscuits, Special Treats, and Savoury Biscuits

## **4.ASIA-PACIFIC**

Biscuit Market

Trends & Issues

Multiple Grocers Leads in Retail Value Sales

Increase in Shopping Activities Popularizes Hypermarkets

Imbibing Regional Tastes to Drive Sales in Developing Markets

Market for Bakery Products Poised to Grow

**Table 69.** Current and Future Analysis of the Asia-Pacific Baked Goods by Geographic Region-Japan, Australia, China, India, South Korea and Rest of Asia Markets Independently Analyzed with Annual Sales Figures in US\$ Million for the Years 2010 through 2015

**Table 70.** Asia-Pacific Baked Goods Market (2011 & 2015): Percentage Breakdown of Value Sales by Geographic Region- Japan, Australia, China, India, South Korea and Rest of Asia-Pacific

## **4A.AUSTRALIA**

George Weston Foods – A Key Player

Bread and its Products to Become Healthier

Value and Health Concerns to Drive Product Innovation

## **4B.CHINA**

Competitive Landscape

## 4C.HONG KONG

Overview

Competitive Landscape

Transforming Market Dynamics Underpinned by a Trend towards Healthier Products

Staples/Nutrition Products Remains Integral Components of Diet

## 4D.INDIA

**Table 71.** Biscuits Market in India (2009): Percentage Share Breakdown by Leading Players - Britannia, Parle, Sunfeast, PriyaGold, Anmol and Others

Overview

Diversification Required

New Bread Variants Making an Entry

Growing Trend towards Whole Grain Bakery Products

Nutritious Breads – A Rising Trend

Use of Fats in Bakery Products

**Table 72.** Use of Fats in Baked Foods in India: Percentage Breakdown of Fat Type Used in Baked Products

Type of Fats Used in Select Bakery Products

Consumer Trends in the Indian Bakery Market

An Overview of Bakery Sector in Andhra Pradesh

## 4E.SOUTH KOREA

Frozen Bakery Products Market

Poor Infrastructure Restricts the Expansion of Frozen Dough Market

Bread Market

Market Trends

Western Style Products Drive Growth

Korean Bakery Sector Becoming a Delicatessen

Healthy Biscuits and Cookies Grow

Premiumization Leads Impulse/Indulgence Segment Growth

## **4F.INDONESIA**

Wheat Flour

Production Overview

Wheat Flour Consumption

Wheat Flour Consumption by End Product

Wheat Flour Output by Company

Sugar Consumption by Leading Food Processing Industries

Indonesian Biscuit Market

Biscuit Market in Indonesia: Biscuits Type, Consumer Group, and Consumption/Use

Biscuit Market in Indonesia: Biscuits Type, and Major Products & Brands

## **4G.SINGAPORE**

Artisanal Goods Rules the Roost

## **5.MIDDLE EAST**

### **5A.SAUDI ARABIA**

Special Bread Varieties Drive Saudi Baked Goods Market

Favorable Scenario for Mass-Produced Bread Types

Market Outlook

### **5B.IRAN**

Bread Sales Slow Down

## **6.AFRICA**

### **6A.EGYPT**

Recovery in All Baked Goods Segments Forecast Post Recession

### **6B.KENYA**

Overview

## **7.LATIN AMERICA**

**Table 73.** Current and Future Analysis of Baked Goods By Geographic Region- Argentina, Brazil, Chile, Colombia, Mexico and Rest of Latin America Independently Analyzed with Sales Figures in US\$ Million for the Years 2010 through 2015

**Table 74.** Latin America Baked Goods Market (2011 &2015): Percentage Breakdown of Value Sales by Geographic Region-Argentina, Brazil, Chile, Colombia, Mexico and Rest of Latin America

Independent Food Stores Dominate Bakery Products market

**Table 75.** Bakery Products Market in Latin America (2009): Percentage Share Breakdown by Key Distribution Channels - Independent Food Stores, Supermarkets/ Hypermarkets, Convenience Stores, Discounters, and Others

## **7A.BRAZIL**

Overview

Leading Manufacturers/Brands of Bakery Products in Brazil

Brazilian Biscuit Exports

Brazil's Biscuit Exports to Arab Countries Surges in 2009

## **7B.CHILE**

Chilean Baked Goods Market: Factsheet

Nestle Chile – A Key Player

## **7C.COLOMBIA**

## **7D.MEXICO**

Overview

Bread and Rolls Dominate the Market

Supermarkets and Grocery Stores Lead in Bakery Products Retailing

Export and Import

Healthy Economic Scenario Stimulates Exports

## **7E.VENEZUELA**

Global Directory

## I would like to order

Product name: Baked Goods: Market Research Report

Product link: <https://marketpublishers.com/r/B79F31A1750EN.html>

Price: US\$ 1,450.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B79F31A1750EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970