



Baked Goods in the Czech Republic

November 2025

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Baked Goods in the Czech Republic - Category analysis

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2025 DEVELOPMENTS

Baked goods grows as consumers favour premium, healthier, and convenient options

INDUSTRY PERFORMANCE

Baked goods value sales grow as Czech consumers shift towards quality and premium options

Pastries lead baked goods growth driven by premiumisation and artisanal trends

WHAT'S NEXT

Baked goods sales are set to grow in value despite stagnant volume

Health-focused innovation will drive growth in wholegrain, functional, and gluten-free baked goods

Sustainability in baked goods is set to focus on waste reduction, packaging, and energy-efficient production

COMPETITIVE LANDSCAPE

Penam s.r.o. leads baked goods through strong brands and extensive distribution

Billa sro drives dynamic growth in Czech baked goods through its private label ranges

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Hypermarkets lead baked goods distribution despite share erosion

Food/drink/tobacco specialists drive growth through offering premium goods

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Staple Foods in the Czech Republic - Industry Overview

EXECUTIVE SUMMARY

Premiumisation, innovation and health trends shape growth in staple foods

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INDUSTRY PERFORMANCE

Value growth is driven by higher prices and an ongoing reliance on promotions

Rising health awareness drives demand for cleaner and higher-protein staple foods

Sustainability and convenience trends reshape staple food production and consumption

WHAT'S NEXT?

Premiumisation and innovation are set to drive steady value growth in staple foods

Convenient, healthier and free-from options are set to influence product innovation

Retail e-commerce is set to gain share as subscription models and bundled promotions increase

COMPETITIVE LANDSCAPE

Penam maintains its leadership in Czech staple foods despite a modest share decline

Lidl Ceska republika drives private label growth and reshapes competition in staple foods

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