



**Euromonitor
International**

Baked Goods in the United Kingdom

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Baked Goods in the United Kingdom - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Retail current value sales grow yet inflationary pressures continue to challenge retail volume sales

INDUSTRY PERFORMANCE

Shift to higher-quality, convenient and authentic products

Pastries capitalise on indulgence and convenience trends

WHAT'S NEXT?

Baked goods to benefit as premiumisation and convenience aspects drive consumer demand

Health-focused innovation drives reformulation and portion-controlled launches

Premium formats to gain popularity as consumers seek restaurant-style experiences at home

COMPETITIVE LANDSCAPE

By balancing affordability with premiumisation, Tesco successfully caters to a wide spectrum of shopper preferences

Geary's Bakeries invests strongly to see dynamic growth

CHANNELS

Hypermarkets retains leadership amidst growing challenges

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Staple Foods in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

Retail value over volume growth but there are bright spots in consumer demand

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Affordability drives shoppers

Convenience continues to win over consumers

International flavours abound as consumers seek authenticity

WHAT'S NEXT?

Healthier food trend to drive significant change across categories

Players still need to convince consumers to choose ultra-processed foods

Sustainability as a growth driver and differentiator

COMPETITIVE LANDSCAPE

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