



# Baked Goods in the US

November 2025

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## Baked Goods in the US - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Cost concerns boost sales of more affordable products and small pack sizes

#### INDUSTRY PERFORMANCE

Economic pressures weigh on volume sales of baked goods in 2025

Consumers turn to smaller pack sizes for health and financial reasons

#### WHAT'S NEXT?

Mixed outlook projected for baked goods with health, cost and indulgence influencing demand

The growing role of protein in the baked goods landscape

Potential impacts of the FDA's proposed revocation of baking standards

#### COMPETITIVE LANDSCAPE

Players focusing on extending the shelf life of bread

Offering a longer shelf life could allow players to compete more effectively with artisanal products

#### CHANNELS

Supermarkets benefit from delivering a good mix of packaged and unpackaged baked goods

E-commerce full of potential with further investments expected

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### EXECUTIVE SUMMARY

Health and wellness concerns shape demand but price-sensitivity intensifies

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Financial pressures and health concerns continue to impact market demand in 2025

Unit price growth stabilises as players adjust to global challenges

Volume sales return to growth in a challenging market

#### WHAT'S NEXT?

Challenging future ahead with volume sales predicted to decline

Regulatory changes and trade tensions expected to influence the market

Investment expected in infrastructure and distribution developments

## COMPETITIVE LANDSCAPE

Artisanal players and private label lead sales

Ferrero acquires WK Kellogg in USD3.1 billion deal

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/baked-goods-in-the-us/report](http://www.euromonitor.com/baked-goods-in-the-us/report).