

Baked Goods in France

November 2023

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Baked Goods in France - Category analysis

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2023 DEVELOPMENTS

Bread sees sustained demand despite price pressures
Cakes benefit from the ability to offer an affordable indulgence
Rising energy costs put upward pressure on the prices of frozen products

PROSPECTS AND OPPORTUNITIES

More variety expected to be seen in packaged cakes and pastries
Dessert mixes expected to benefit from investment in new product development
Burger buns and bagels just some of the options that are set to gain popularity in bread while new regulations are set to impact the salt content

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