



Staple Foods in Western Europe

January 2024

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Key findings

REGIONAL OVERVIEW

Western Europe has the second biggest regional market for staple foods

Modest annual growth rates expected over the forecast period

Western Europe has the biggest baked goods market among the global regions

New products helping drive growth in meat and seafood substitutes in Spain

Processed meat in volume decline in France

Baked goods dominate new sales over 2018-2023

Mutti a value-added success story in the UK as it hits second spot in shelf stable tomatoes

Modern grocery retailers dominate sales of staple foods in Western Europe

Food/drink/tobacco specialists remain a key channel in baked goods sales

LEADING COMPANIES AND BRANDS

Artisanal products contribute to fragmented competitive landscapes

Players look to offer added value against the backdrop of rising costs and prices

Regional leader Barilla generates almost half of its sales in the Italian market

Brands fight for the 40% of sales not accounted for by private label and artisanal products

FORECAST PROJECTIONS

Modest annual growth rates expected over the forecast period in Western Europe

Health and convenience will remain important trends in the coming years

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Austria: Competitive and Retail Landscape

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