

## The European Bakery Products Market - 2nd Edition

As a well established and staple product sector, it would appear that there is little scope for growth within the European bakery products market. While this is perhaps true of the market as a whole, there are certainly some sectors within the market and certain countries where strong growth potential can be found. This new report from Leatherhead Food RA examines some of the key factors influencing development of the European bakery market and presents data and analysis on trends in the bread, cakes and pastries, and biscuits sectors in the 16 countries of western Europe.

### Key features

- A detailed review of bakery market trends and developments in 16 western European countries
- Highlights major similarities and differences between the bread, cakes and biscuits markets of the region on a country by country basis
- Includes 125 tables plus 20 graphs and pie charts presenting data on market sizes, segmentation and the leading companies and brands,
- Pinpoints major areas of growth and key market drivers within the bakery products market across Europe

### Coverage includes:

- Bread
- Cakes and pastries
- Biscuits

### Country coverage:

|                |             |                 |
|----------------|-------------|-----------------|
| Germany        | Italy       | France          |
| United Kingdom | Spain       | The Netherlands |
| Belgium        | Greece      | Sweden          |
| Portugal       | Austria     | Finland         |
| Denmark        | Switzerland | Norway          |
| Ireland        |             |                 |

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"The growth in snacking and requirement for convenience foods has benefited both the biscuits and cakes and pastries sectors. Many industrially produced cakes are now available in wrapped single-portion sizes designed for snacking, while snack-sized packs of biscuits have also become more commonplace."

"The European market for bakery products amounted to 30.2 million tonnes in 1999, worth an estimated £45 billion (\$73 billion or i68 billion). Given its size, the bakery sector can be considered to be one of the most important sectors of the food industry as a whole. Bread remains a staple part of the diet, whilst cakes and biscuits can increasingly be regarded as regular snacking items rather than occasional treats."

"Bread is by far the largest sector of the bakery market, with sales of 24.45 million tonnes in 1999, equating to 81% of total bakery volumes. Sales of biscuits totalled 3.02 million tonnes, representing 10%, and cakes and pastries for the remaining 9%, or 2.73 million tonnes."

"There are over 120,000 enterprises active in the European bread-baking sector, the vast majority of which are small craft bakers. Craft bakers are dominant in countries where there is a tradition of buying freshly baked bread every day, such as Italy, Portugal, Greece and France. This contrasts with the situation in the UK and Ireland, where some 80% of bread consumed is industrially produced."

"Overall, artisanal bakers and in-store bakeries currently account for 63% of all bread consumed in Europe, although industrial bakers, which account for the remaining 37%, are becoming more significant."

"Within the total European biscuits market, Danone is market leader, with a 16% share of sales, ahead of United Biscuits with 11%, Bahlsen with 8%, and Barilla with 6%; own-label accounts for an estimated 18%."

The report contains 125 tables (plus 20 graphs and charts):

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