European Bakery Market: By Type (Baked Goods, Biscuits and Breakfast Cereals); By Category (Fresh and Frozen); By Distribution Channels (Retailers, Artisan Bakers and Catering) - Forecast (2015-2020)

Description: Bakery market in Europe is a mature sector and has undergone significant changes as a result of increasing health concerns, rising disposable income and high demand for convenience food products. The market is well established in terms of supply chain, consumer preferences and innovation platforms. The most consumed baked products in Europe include biscuits and breads while demand for other items such as cakes, pastries, and cookies is also increasing. European consumers are adapting bakery goods on the basis of ingredients such as gluten-free, wholegrain, ancient grains and additive free products. Owing to the growth in pizza and biscuits consumption, European bakery market is projected to grow at a CAGR of 3.3% during the forecast period of 2016-2021.

The European bakery market has been segmented by type and by distribution channel. On the basis of type, the market is divided into baked goods and breakfast cereals. Baked goods are further classified as baked desserts, breads & rolls, biscuits and pizzas. Baked desserts include cakes & pastries and pies whereas biscuits are classified as savory biscuits & crackers and sweet biscuits. Breads & rolls account for maximum share in European baked goods market. Savory biscuits & crackers segment is set to grow faster mainly driven by product innovation and regular launches. Bakery products are mainly distributed by means of retail stores, artisan bakers and catering services. Retail distributions include supermarkets/hypermarkets, grocery stores, discounters and bakery outlets. Due to high concentration of supermarket/hypermarkets, it is the largest shopping destination of bakery markets in Europe.

The European bakery market has also been analyzed by its key countries. France is the largest market for bakery items in Europe whereas Eastern Europe including Russia is estimated to grow briskly in near future. Trends like organic, nutritive, and natural and ‘free-from’ bakery products are estimated to drive European bakery market.

European bakery companies are launching innovative products and it remains their chief growth strategy.

The market is quite fragmented with major players being:

- Nestle (Switzerland)
- Yildiz Holding (Turkey)
- Warburtons (U.K.)
- Kellogg's Company (U.S.)
- Kraft Foods Inc. (U.S.).

Other players in this market include:

- Barilla Holding SPA (Italy)
- Kronenbrot (Germany)
- Premier Foods Plc (U.K.).

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- More than 40 Companies are profiled in this Research Report, Complete List available on Request -

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