



Baked Goods in France

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

High cocoa prices impact costs, prices and demand for many popular pastries

INDUSTRY PERFORMANCE

Rise in chocolate prices dampens demand in pastries

Bread sees strongest performance, with packaged products benefiting from demand for convenience

WHAT'S NEXT?

Chocolate prices to fall, but concerns about butter prices and milk supply

Rising influence of health and wellness trend

Expanding range of packaged cakes

COMPETITIVE LANDSCAPE

Barilla is the leading player, but artisanal products continue to dominate

Brioche manufacturer performing well

CHANNELS

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Strong growth in online sales of packaged baked goods

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KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Growing influence of health and wellness trend

Increasing emphasis on natural products and sustainability

WHAT'S NEXT?

Health consciousness and innovation to influence category development

Rise in environmental concerns

Growing interest in international culinary traditions amongst younger consumers

COMPETITIVE LANDSCAPE

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