



Euromonitor
International

Baked Goods in the Czech Republic

November 2025

Table of Contents

Baked Goods in the Czech Republic - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Baked goods grows as consumers favour premium, healthier, and convenient options

INDUSTRY PERFORMANCE

Baked goods value sales grow as Czech consumers shift towards quality and premium options

Pastries lead baked goods growth driven by premiumisation and artisanal trends

WHAT'S NEXT

Baked goods sales are set to grow in value despite stagnant volume

Health-focused innovation will drive growth in wholegrain, functional, and gluten-free baked goods

Sustainability in baked goods is set to focus on waste reduction, packaging, and energy-efficient production

COMPETITIVE LANDSCAPE

Penam s.r.o. leads baked goods through strong brands and extensive distribution

Billa sro drives dynamic growth in Czech baked goods through its private label ranges

CHANNELS

Hypermarkets lead baked goods distribution despite share erosion

Food/drink/tobacco specialists drive growth through offering premium goods

CATEGORY DATA

Table 1 - Sales of Baked Goods by Category: Volume 2020-2025

Table 2 - Sales of Baked Goods by Category: Value 2020-2025

Table 3 - Sales of Baked Goods by Category: % Volume Growth 2020-2025

Table 4 - Sales of Baked Goods by Category: % Value Growth 2020-2025

Table 5 - Sales of Pastries by Type: % Value 2020-2025

Table 6 - NBO Company Shares of Baked Goods: % Value 2021-2025

Table 7 - LBN Brand Shares of Baked Goods: % Value 2022-2025

Table 8 - Distribution of Baked Goods by Format: % Value 2020-2025

Table 9 - Forecast Sales of Baked Goods by Category: Volume 2025-2030

Table 10 - Forecast Sales of Baked Goods by Category: Value 2025-2030

Table 11 - Forecast Sales of Baked Goods by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Baked Goods by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Staple Foods in the Czech Republic - Industry Overview

EXECUTIVE SUMMARY

Premiumisation, innovation and health trends shape growth in staple foods

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Value growth is driven by higher prices and an ongoing reliance on promotions

Rising health awareness drives demand for cleaner and higher-protein staple foods

Sustainability and convenience trends reshape staple food production and consumption

WHAT'S NEXT?

Premiumisation and innovation are set to drive steady value growth in staple foods

Convenient, healthier and free-from options are set to influence product innovation

Retail e-commerce is set to gain share as subscription models and bundled promotions increase

COMPETITIVE LANDSCAPE

Penam maintains its leadership in Czech staple foods despite a modest share decline

Lidl Ceska republika drives private label growth and reshapes competition in staple foods

CHANNELS

Hypermarkets remains the leading channel for staple foods despite a slight share decline

Discounters and retail e-commerce drive dynamic shifts in staple food distribution

MARKET DATA

Table 13 - Sales of Staple Foods by Category: Volume 2020-2025

Table 14 - Sales of Staple Foods by Category: Value 2020-2025

Table 15 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 16 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 18 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 21 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 22 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/baked-goods-in-the-czech-republic/report.