Baked Goods in New Zealand

November 2025

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Baked Goods in New Zealand - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growing focus on health, affordability and cleaner formulations shapes overall market momentum

INDUSTRY PERFORMANCE

Health-aligned bread innovation supports steady category expansion despite muted volumes

Cocoa-driven cost inflation and reduced discretionary spending accelerate decline in cakes

WHAT'S NEXT?

Functional evolution and rising nutritional scrutiny reshape future category dynamics

Wellness preferences drive premiumisation and artisanal growth as eating-out declines persist

Private label expansion reinforces competition and shapes value-driven purchasing habits

COMPETITIVE LANDSCAPE

Goodman Fielder strengthens its leadership through health-driven innovation and HSR alignment

Breadcraft expands influence through functional flat bread and artisanal sourdough innovation

CHANNELS

Supermarkets dominate distribution while balancing convenience, health positioning and artisan appeal

E-commerce accelerates as rapid-delivery services and digital integration reshape shopper behaviour

CATEGORY DATA

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Staple Foods in New Zealand - Industry Overview

EXECUTIVE SUMMARY

Economic pressures, shifting dietary priorities and evolving retail strategies shape performance in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Health, naturalness and sustainability reshape expectations of everyday staples

Retailers expand curated free-from and plant-forward assortments to support conscious shopping

Reassessment of plant-based credentials shifts focus from hype to authenticity and quality

WHAT'S NEXT?

Steady growth outlook supported by economic recovery, home-cooking habits and value-seeking behaviour

Innovation will centre on wellness, functionality and credible sustainability

Private label expansion and evolving retail strategies will reshape competition and channel dynamics

COMPETITIVE LANDSCAPE

Goodman Fielder reinforces leadership through portfolio breadth, health positioning and brand revitalisation

Foodstuffs capitalises on private label strength and value positioning amid cost-of-living pressures

CHANNELS

Supermarkets remain dominant but face mounting scrutiny and pressure for structural reform

E-commerce grows gradually as retailers refine delivery models and consumers weigh cost versus convenience

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