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# Baked Goods in the Netherlands

November 2025

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Cocoa and sugar volatility influences product mix and pricing strategies

#### INDUSTRY PERFORMANCE

Cost pressures persist but affordability and innovation sustain demand

Flat bread benefits from changing meal habits and cultural diversification

#### WHAT'S NEXT?

Premiumisation and diversification expected to define category growth

Health and wellness priorities shape innovation and positioning

Sustainability and local sourcing reinforce the category's positive image

#### COMPETITIVE LANDSCAPE

Artisanal bakeries maintain strong influence despite retail expansion

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Evolving consumer priorities reshape staple food consumption

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Affordability drives demand while health and authenticity gain prominence

Shifting eating habits redefine everyday consumption

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Mature category poised for steady growth

Health and wellness trends reshape product development

Authenticity and private label to remain strong competitive forces

## COMPETITIVE LANDSCAPE

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/baked-goods-in-the-netherlands/report](http://www.euromonitor.com/baked-goods-in-the-netherlands/report).