



**Euromonitor
International**

Baked Goods in the US

November 2025

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Baked Goods in the US - Category analysis

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2025 DEVELOPMENTS

Cost concerns boost sales of more affordable products and small pack sizes

INDUSTRY PERFORMANCE

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Consumers turn to smaller pack sizes for health and financial reasons

WHAT'S NEXT?

Mixed outlook projected for baked goods with health, cost and indulgence influencing demand

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Players focusing on extending the shelf life of bread

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Health and wellness concerns shape demand but price-sensitivity intensifies

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Financial pressures and health concerns continue to impact market demand in 2025

Unit price growth stabilises as players adjust to global challenges

Volume sales return to growth in a challenging market

WHAT'S NEXT?

Challenging future ahead with volume sales predicted to decline

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Investment expected in infrastructure and distribution developments

COMPETITIVE LANDSCAPE

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