



**Euromonitor  
International**

# Baked Goods in France

November 2025

Table of Contents

## 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

Bakeries remains the dominant channel

Strong growth in online sales of packaged baked 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

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## EXECUTIVE SUMMARY

Stabilising prices boost demand but soften current value growth

## 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

Retailers hold leading positions

Shift in meat consumption

## CHANNELS

Bakeries underpin strength of food/drink/tobacco specialists

Shifts in competitive landscape of retailing

Continued e-commerce growth

## 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

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## SOURCES

Summary 1 - Research Sources

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