Euromonitor International

Baked Goods in the Czech Republic

November 2025

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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

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Hypermarkets lead baked goods distribution despite share erosion
Food/drink/tobacco specialists drive growth through offering premium goods

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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

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