



Euromonitor
International

Baked Goods in Ireland

November 2025

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2025 DEVELOPMENTS

Growth for baked goods is driven by convenience, premium flavours and the expansion of retail e-commerce

INDUSTRY PERFORMANCE

Baked goods achieve value growth as consumers shift towards convenient formats and premium flavour innovations

Cakes lead value growth while flatbreads and artisanal loaves sustain momentum through versatility and heritage appeal

WHAT'S NEXT?

Baked goods is set for modest growth as artisanal products and private label ranges drive competitive shifts

Health and wellness trends will accelerate clean-label and free-from innovation across the forecast period

Sustainability will gain prominence as local sourcing and packaging reduction shape baked goods

COMPETITIVE LANDSCAPE

Brennan's Bakeries maintains its leadership through brand strength and health-focused innovation

Promise Gluten Free leads growth in 2025 through innovation in free-from and health focused baked goods

CHANNELS

Supermarkets retains its lead of distribution, supported by Tesco, Dunnes and SuperValu

The rising adoption of home delivery and click-and-collect supports growth for retail e-commerce

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EXECUTIVE SUMMARY

Demand for value, health and sustainability drive growth in staple foods

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INDUSTRY PERFORMANCE

Rising demand for value, convenience and healthier options drive growth in 2025

Sustainability becomes an influential driver of consumer choice in staple foods

Rising costs influence purchasing behaviour as Irish consumers balance value with quality

WHAT'S NEXT?

Value sales are expected to rise as price inflation and shifting lifestyle priorities shape demand

Reformulation, value innovation and sustainability are set to define competitive strategies

Retail e-commerce and discounters are expected to gain momentum

COMPETITIVE LANDSCAPE

Pilgrim's Europe maintains its leadership through broad availability and diversified offerings

Tesco Ireland strengthens its position through private label expansion and a multi-tiered value strategy

CHANNELS

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