



Euromonitor
International

Baked Goods in the Netherlands

November 2025

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2025 DEVELOPMENTS

Cocoa and sugar volatility influences product mix and pricing strategies

INDUSTRY PERFORMANCE

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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

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Artisanal bakeries maintain strong influence despite retail expansion

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Affordability drives demand while health and authenticity gain prominence

Shifting eating habits redefine everyday consumption

WHAT'S NEXT?

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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Authenticity and cultural specialisation underpin brand success

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