



**Euromonitor
International**

Baked Goods in the US

November 2025

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2025 DEVELOPMENTS

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

INDUSTRY PERFORMANCE

Economic pressures weigh on volume sales of baked goods in 2025

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

The growing role of protein in the baked goods landscape

Potential impacts of the FDA's proposed revocation of baking standards

COMPETITIVE LANDSCAPE

Players focusing on extending the shelf life of bread

Offering a longer shelf life could allow players to compete more effectively with artisanal products

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Supermarkets benefit from delivering a good mix of packaged and unpackaged baked goods

E-commerce full of potential with further investments expected

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[Staple Foods in the US - Industry Overview](#)

EXECUTIVE SUMMARY

Health and wellness concerns shape demand but price-sensitivity intensifies

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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

Regulatory changes and trade tensions expected to influence the market

Investment expected in infrastructure and distribution developments

COMPETITIVE LANDSCAPE

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/baked-goods-in-the-us/report.