

# Baked Goods in Ireland

November 2023

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## Baked Goods in Ireland - Category analysis

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Rising preference for plant-based and vegan baked goods leads to innovation

Shift towards premiumisation, even within discounters

Significant increase in bread prices amid economic and political turmoil

#### PROSPECTS AND OPPORTUNITIES

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Artisanal variants of baked goods will gain ground as local consumers seek authenticity

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/baked-goods-in-ireland/report](http://www.euromonitor.com/baked-goods-in-ireland/report).