



Market Report

A Snapshot of your Marketing Sector

Baked Goods

This pack has been designed to provide information on setting up a business in the **Baked Goods** industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website (www.bgateway.com/media/dvwhjxbo/business_plan_guide.pdf), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **May 2026**.

What do I need to know about the Baked Goods market?

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- ◆ Consumers are willing to pay more for cakes made with premium ingredients or that are visually appealing, while limited-time offerings create urgency and encourage purchasing. 78% of cake and sweet bake consumers find freshly baked items from specialist bakeries sold in grocery stores appealing. This preference explains willingness to pay a premium for freshly baked goods. (Mintel, *Cakes, Cake Bars and Sweet Baked Goods in the UK*, May 2025).
- ◆ High-protein bread is not new, but high/added protein claims in launch activity surged to 7% of launches in 2024, in line with a bigger focus on protein across food in recent years. High/added protein launches are continuing in 2025. GLP-1 users want smaller, nutrient-dense meals that keep them fuller longer, further supporting demand for high-protein, nutrient-dense bread products. Among those interested in high-protein bread, there is higher interest in flavours inspired by international cuisines (31%) and snack-sized breads (32%), highlighting more opportunities for high-protein naan, pitta and other international styles. There is also an opportunity to target the older demographic, with 54% of people agreeing people need more protein in their diet as they age. (Mintel, *Bread in the UK*, December 2025).
- ◆ The bread & rolls segment accounted for the market's largest proportion in 2024, with total revenues of **\$5,713.7 million, equivalent to 26.9% of the market's overall value**. The cookies (sweet biscuits) segment contributed revenues of \$3,694.4 million in 2024, equating to 17.4% of the market's aggregate value. (GlobalData Explorer, *Bakery & Cereals*, June 2025, *This content is reproduced under license from GlobalData PLC, Copyright 2026*).
- ◆ **Market volume fell 3.3% in 2025**, marking another year of decline for snack bars and breakfast biscuits as rising input costs and higher prices dampened demand. Inflationary pressure across key ingredients such as wheat, nuts, cocoa and dried fruit pushed average prices up 8.3%, prompting some users to trade down or switch to cheaper snack options. The price rises propelled value growth of 4.6%, brands with strong functional or natural propositions able to keep health-conscious consumers engaged. (Mintel, *Snack Bars and Breakfast Biscuits in the UK*, March 2026)
- ◆ The national organisation for this industry is the [Federation of Bakers](#). Other useful organisations include the [British Society of Baking](#), [British Baker](#), [Scottish Bakers](#), [Craft Bakers Association](#) and [Scotland Food and Drink](#).

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Where can I find more information on my market?

The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on **0300 013 4753** or email info@bgateway.com.

- ◆ **Mintel - Cakes, Cake Bars and Sweet Baked Goods in the UK (May 2025).** Young adults aged 16-34 are the primary consumers of cakes and sweet bakes, with higher overall consumption and greater frequency compared to older age groups. Projected growth in the 15-34 population will further support demand, but the category is missing out on appealing to the rapidly growing over-55s. They are a potentially lucrative group to attract, with cakes sweetened with fruit or containing nuts/seeds being more appealing to them.
- ◆ **Mintel – Bread in the UK (December 2025).** 96% of people buy bread. Packaged sliced square loaves lead (70%), underpinned by affordability, shelf-life, versatility and variety. Those who prioritise low price are especially likely to buy packaged sliced square loaves. There are many other types of bread products purchased, though, these combined bought by 86% of people, but eaten less frequently than packaged sliced square loaves.
- ◆ **GlobalData Explorer – Bakery & Cereals (June 2025).** The performance of the market is forecast to accelerate, with an anticipated CAGR of 3.6% over 2024–29, which is expected to drive the market to a value of \$25,371.8 million by the end of 2029. Comparatively, the French and German markets will grow with CAGRs of 3.0% and 3.0%, respectively, to reach \$31,757.8 million and \$30,316.6 million in 2029.

There are also a number of online resources you may find helpful:

- ◆ **The Federation of Bakers** offers [industry data](#) and consumer [factsheets](#) on a range of topics related to the bakery industry. Other publications on the site include a 2025 bread market overview, market snapshot, European bread market data, environmental practices, and dietary and nutritional information.
- ◆ [Bakery Business](#). News, interviews from the marketplace. Bakery business has an online magazine aimed at the bakery industry in the UK.
- ◆ The **Scottish Grocer** is an online news publication for retailers. You can search for news on [baking](#) and [confectionery](#).
- ◆ [British Baker](#). British Baker's website hosts news articles on a range of topics related to the industry, from new products on offer by major players, announcements of new deals and collaborations, and new trends.

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How can I find out about my competitors?

Business Gateway's online guide to [Competitor Analysis](#) explains how to find your competitors, how to research what they're doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- ◆ General business directories such as [Yell](#) ,[Thomson Local](#) or [Google Maps](#)
- ◆ Trade specialists like [EuroPages](#) (European directory), [The Wholesaler](#) or [Free Index](#)
- ◆ Business to business (B2B) specialists such as [Kompass](#)

Likewise, your local Chamber of Commerce may publish a members' directory; find your local Chamber on the [Scottish Chambers](#) website.

Once you've identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- ◆ Look for articles or adverts in local newspapers, trade press and directories.
- ◆ Try to read their marketing material; if the company has an online presence, visit the company's website as a first port of call. Not only does it give you a better understanding of the company's activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company's partners or suppliers
- ◆ Search for information on limited UK companies via the [Companies House](#) website
- ◆ Gain an insight into your competitor's performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing info@bgateway.com or by calling **0300 013 4753**



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What about suppliers?

[Choosing and Managing Suppliers](#) can help you decide what you need from a supplier, how to identify one and how to choose one to deal with.

Trade associations or industry specific organisations may also be able to recommend suppliers or contacts. You can also use the aforementioned resources for finding competitors to find suppliers.

Once you have decided on a supplier, we can run a credit check on the company to help assess their financial stability. We provide credit checks free of charge; if you are interested in using the resource please info@bgateway.com or by calling **0300 013 4753**.

Who are my customers?

Your business plan should include information about the customers you would expect. Business Gateway's guides on [Market and customer research](#) will help you to identify new trends, opportunities, customers and competitors.

It can be useful to group your customers by geographical location, age or lifestyle. The websites listed below are freely available and can provide most of this information. If you can't find what you're looking for from these websites, please contact us and one of the team will be happy to help:

- ◆ Access the latest population estimates from the [National Records of Scotland \(NRS\)](#). NRS also offers demographic factsheets for each council area in Scotland, which can provide summary statistics for the area you will be based in.
- ◆ Information from the most recent census in 2011 is released via the official website. See in particular the [Census Area Profiles](#). Clicking on your area of interest will give the latest population figures, including estimates by age.
- ◆ [Understanding Scottish Places](#) has interactive profiles of towns and cities across Scotland. It can be useful for understanding the interrelationships and flows between towns, and also gives comparisons between two or more places.
- ◆ [Scottish Government Statistics](#) provide accurate and up-to-date statistics on Scotland, covering population, health, education and housing.
- ◆ [The Scottish Household Survey](#) provides information on the structure, characteristics, attitudes and behaviour of Scottish households, both at a national and local level.
- ◆ [Office for National Statistics \(ONS\)](#) is the recognised national statistical body for the UK. ONS covers a wide range of demographic, economic and social issues at a UK level.



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How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

Accountancy

Institute of Chartered Accountants of Scotland's (ICAS) ["Find a Chartered Accountant"](#) tool

Funding

[Practical information](#) on finance and funding for starting and growing your business

Insurance

[Business insurance guide](#)

Legal Help

Gov.uk ["Licence Finder"](#) tool

Law Society of Scotland's ["Find a Solicitor"](#) tool

Pricing

Business Companion [Pricing & payment guide](#).

Please note: the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

Promotion

[BG guides to Marketing](#)

Training

[Skills Development Scotland's My World of Work](#)

[Funding for training](#)

[Small Business Bonus Scheme \(Scotland\)](#)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on **0300 013 4753** to find out what is available in your area.

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You must not rely on the information in the report as an alternative to advice from an appropriately qualified professional. If you have any specific questions speak to your Business Gateway Advisor or consult an appropriately qualified professional.

Last updated: May 2026

Updated by: Liesel

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