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## World Baked Goods Market Brief

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### Report Summary

The global outlook series on Baked Goods provides a collection of statistical anecdotes, market briefs, and concise summaries of research findings. An easy guide to What, Why, When, How, Where, and Who of an industry, the report provides a bird's eye view of the industry, its product market segments, and evolving trends shaping future growth. The report offers an understanding of the significance of changing lifestyles, and the ensuing importance of convenience as a crucible of success, the implications boded by growing consumer health awareness, and the simple math underlying product innovation strategies. The report also takes a peek into the changing retailing trends, pricing pressures, the regulatory environment, and outlines recent mergers, acquisitions, and strategic developments. A detailed discussion punctuated with 28 tables, and accompanying graphs/charts, summarizes the market's structure in the US. Other regional markets synopsised to offer the reader a prelude include Canada, Japan, France, Germany, Romania, Russia, Spain, Switzerland, Ukraine, United Kingdom, Australia, China, India, Hong Kong, South Korea, Indonesia, Saudi Arabia, Chile, Colombia, Mexico and Venezuela, among others. Also included is an indexed, easy-to-refer, fact-finder directory listing the addresses, and contact details of 963 companies worldwide.

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BAKED GOODS      GOS-023  
A GLOBAL OUTLOOK, SEPTEMBER 2008

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