



Invitation to subscribe to the study of

Fats in European Bakery Markets: Applications and Key Trends

2018 - 2025/26 - 2030

Coverage: France - Germany - Italy - Poland - Spain - United Kingdom

**Proposal for a Multiclient Study
November 2025**

Contact

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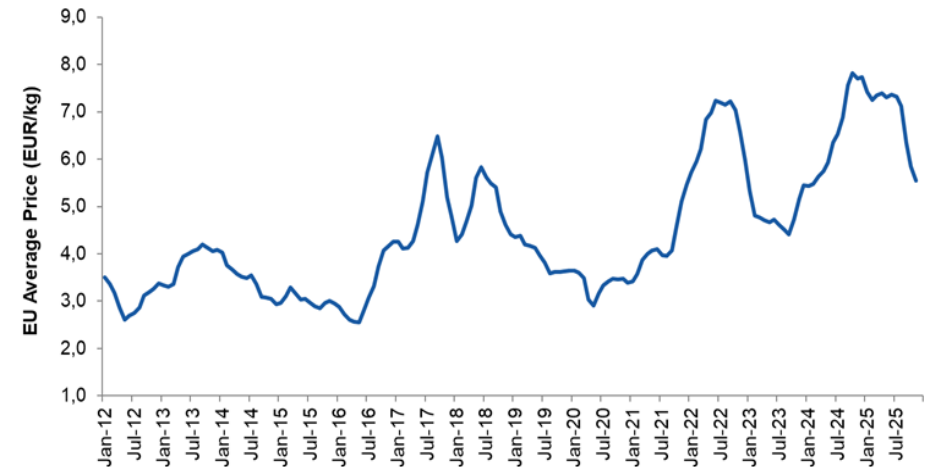
The supply of dairy fats has been disrupted for the past two years, both in terms of prices, which have reached record levels in 2024-2025 (>EUR 7/kg from September 2024 to August 2025), and availability. In Q4 2025 butter price is sharply dropping, but end-user industries will certainly still have to deal with periods of very hard tension due to uncertainties about milk supply in Europe.

- Dairies will therefore increasingly have to make trade-offs between products using fat, particularly between cheese, butter and cream.
 - For the past two years, cheese has generally been favoured due to its higher value, compared to butter, which is suffering from the low profitability of its powder coproducts. This situation has contributed to the surge in butter prices.
 - Demand for products using milk fat, especially cheese, continues to grow in Europe and export markets, particularly in countries where milk production growth is constrained, such as Southeast Asia and the Middle East.
- The situation for industrial users of fats is becoming increasingly tense:
 - **The rise in dairy fat prices** came at a time when other key ingredients, such as chocolate and almonds, are also becoming more expensive. It follows the major shock caused by the inflation crisis in 2022.
 - **Industrial users have little room for manoeuvre to react in the short term**, as substituting one ingredient for another has significant industrial and marketing implications.

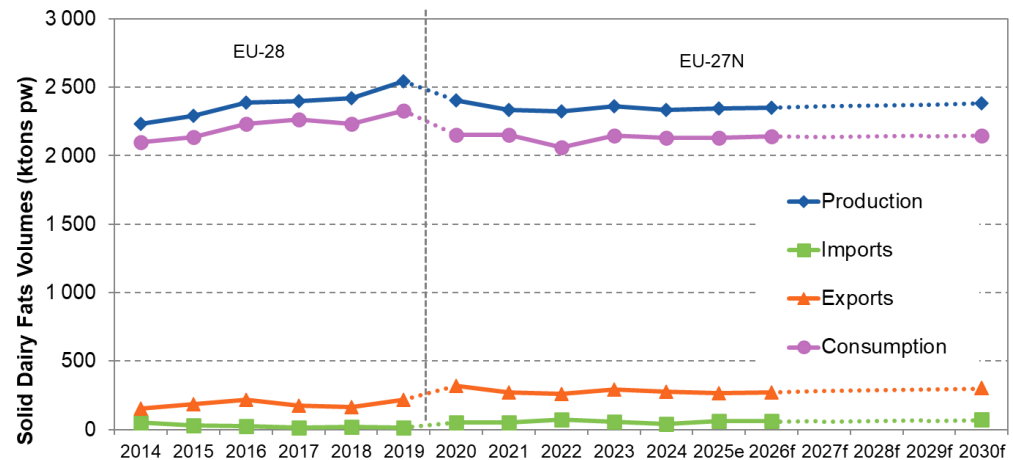
The bakery industry is a major consumer of dairy fats. A previous study by Gira showed that fats used in baking (butter, margarine and blends) accounted for over one third of the total volumes used by professionals, nearly matching the combined usage of all other industrial sectors, which includes major industries such as biscuits, ice cream, chocolate and processed cheese.

The **primary objective** of this study is to deliver an **in-depth analysis of fat usage in the industrial bakery sector**, highlighting the main providers of dairy fat and exploring future opportunities for fat usage in bakery. This study will focus on viennoiserie, patisserie and pastry base products, which account for the largest share of fat consumption in bakery.

EU wholesale butter price, Jan. 2012- Nov. 2025



Balance table Solid Dairy Fats, EU, 2014 - 2025e- 2030f



Scope

Products

✓ **The study will include the following bakery products:**

- Viennoiserie, patisserie and pastry bases

✓ **It will analyse the fats used in bakery:**

- Butter
- Margarine
- Blends of dairy and vegetable fats.
- Vegetable fats: palm oil, copra, others.

B2B users of fats

✓ **The research will cover the main users of fats for bakery purposes**

- Industrial producers of:
 - Fresh products: delivered daily, presented fresh at the consumer level, usually sold at the bakery counter.
 - Bake-off: frozen B2B products, baked at the selling point, presented fresh at the consumer level.
 - Packaged ambient products: ambient branded products sold at the self-service counter.
 - Packaged products to bake: ambient, chilled or frozen branded products to be baked/thawed at home.

Channels

- ✓ **Retail:** (including but not detailing) artisan bakers, modern retail, and other retail (convenience stores, petrol stations, etc).

- ✓ **Foodservice:** (including but not detailing) commercial foodservice, social foodservice, bakery chains.

Time horizon

Consumption volumes will be provided for:

- ✓ Historical figures: 2018
- ✓ Current situation: 2025/2026
- ✓ 2030 trends

Country coverage

The top six European countries covering 85% of European viennoiserie and patisserie consumption:

- ✓ France, Germany, Italy, Poland, Spain, United Kingdom

What you get

Synthesis Report

Overview of the main findings from the country reports, analysing pan-European developments and outlook, assessing the stage of market development in different countries and providing forecasts for all the main issues.

Country Reports

Providing the strategic and competitive context for each country.

Excel dataset

Including all the report figures for each country.

Personalised Webinar

Publication webinar highlighting the key research conclusions and insights from the study.

- ✓ Enables clients to maximise value from the research and disseminates insights to key staff.

6 Country Reports

Providing the strategic and competitive context for each country:

Country highlights:

Overall bakery market context with focus on viennoiserie, patisserie and pastry bases. Key industry characteristics and findings on fat consumption. Market dynamics. Innovation. Drivers and brakes. Forecasts to 2030. Winning strategies.

Each country report will cover at least the following points:

1. Bakery markets overview

Viennoiserie, patisserie and pastry base market: consumption dynamics

- Market size: volume/value
- By technology: fresh (including Bake-off), packaged, packaged to bake
- By recipe type, NPD, drivers and brakes

2. Industrial bakers' usage of fats

- Quantification of fat usage: 2018-2025/2026-2030
 - By segment (viennoiserie, patisserie, pastry bases)
 - By type of fat
 - By technology (fresh, including Bake-off, ambient)
 - Key trends for fat usage

3. Fats in the bakery market

- Fat supply & demand balance table 2018-2025/2026-2030, (Segmentation between retail, FS)
- Leading suppliers of dairy, blends and vegetable fats in the country

4. Analysis of the results, synthesis and recommendations

- Fats Market in bakery:
 - Fat supply
 - Importance of fats by recipe and by types of fats
 - Impact on margin and final pricing
- Qualitative analysis
 - Functionality, choice criteria of dairy vs vegetable fats vs blends
 - Substitution options
 - Key trends for the future
- Recommendations for fat manufacturers and industrial bakeries

Synthesis Report

This brings together the main findings from the country reports, analysing pan-European developments and outlook, assessing the stage of market development in different countries and providing forecasts for all the main issues.

- ✓ The fats market in country X: volume, price evolution, market players.
- ✓ Bakery product consumption dynamics.
- ✓ Industrial bakeries supply strategies for fats: main findings and future trends.
- ✓ Key trends for the usage of fats in the bakery sector.
- ✓ Market threats and opportunities, winning strategies for bakery industrials and fats manufacturers.

Gira has been researching and analysing the bakery industry since 1983, during which time Gira has built an expert understanding of the industry and connected with key contacts within the industry, allowing Gira to deliver valuable insights on the 'how?' and the 'why?' of the market, alongside the 'how much?'.

Methodology:

The methodology used for the research is based on a top-down assessment, driven by viennoiserie, patisserie and pastry base recipes:

- This methodology has been used by Gira in several research projects aimed at quantifying the use of bakery ingredients.
- It provides the best potential for getting accurate data in a short time frame.

1. Assessment of the production of fresh, bake-off and packaged viennoiserie, patisserie and pastry base products: *[Fresh viennoiserie production]*, *[Bake-off viennoiserie production]* etc.

















- Use of Gira's exclusive internal bakery-sector database compiled from over 40 years of research in European bakery sectors and specific multiclient research programmes:
 - "Bake-off Bakery Markets in Europe" study (5th edition published 12/2024).
 - "Dynamic Bakery Products" study, covering soft buns, flatbreads, doughnuts and US pastries and their specific retail chain network (2nd edition published 11/2023).
 - "Bakery Company Panorama" study (4th edition published 11/2022).
 - "The Different Business Models of Bakery Chains in Europe" (published end-2021).
 - The above research has been enriched by Gira's ongoing work in other food sectors and by its consulting and research in the areas of consumer preferences, health, retail and foodservice.

















2. Building of a "Recipe Matrix":

- For each segment/sub-segment, Gira will estimate the percentage use of fats for each recipe, i.e.:
 - % fat (butter or vegetable fats: oil, margarine etc.) present in the recipe. *[% fat]*
 - Type of fat used (relative % of butter vs. vegetable fats). *[% butter]*
- For this, we will complete a large number of online and in-store storechecks as well as bake-off catalogue storechecks.
- We will also conduct a series of in-depth interviews with key operators in the European bakery supply chain and in the fats market. These interviews will essentially target:
 - Significant industrial bakers and fats operators.
 - Modern retailers, chained foodservice and bakery chain operators.
 - Bakery wholesalers and ingredient suppliers.
 - Associations, authorities and experts.


3. Calculation of the use of fats (dairy, vegetable and blended) for each segment/sub-segment: e.g. formula for butter in fresh viennoiserie

- Volume of butter : *[Fresh Viennoiserie Production] x [% fat] x [relative % of butter]*.

Type	Recipe	Description
Laminated dough	FRENCH laminated dough Croissant chocolate roll, raisin bread/roll + other puff pastry: apple turnover, torsades, tortillons, lunettes, triangle, etc. (with or without filling)	       
	Danish "sweet pastries": (usually with sugar topping)	  
Risen dough, brioche	Brioche, briochettes, milk bread	  
Fried products	Donuts (ring), Berlin ball/Berliner (plain)	 

	Recipes	Description
BY RECIPE	Cakes , pound cakes, chocolate cake, madeleines, « moelleux », fondants	   
	Tarts and pies (including custard cream tarts)	  
	Chou pastries (éclairs, profiteroles, Paris-Brest, St Honoré)	   
	Multi-layered cream pastries (genoese biscuit, sponge cake or puff pastry + cream, fruits...)	  
	US pastries (Brownies, muffins, wet cookies, US cakes)	   

+ pastry bases

Recipes	Description
Raw dough for laminated or crust patisserie and viennoiserie	

Our Company

Over the last **30 years** Gira has built up a major reputation and client base in the **international dairy and bakery sectors**. Over the last three years, Gira is also **active in the “alternatives to dairy” sector**, through several presentations and webinars, as well as three editions of the Gira Ingredients Club.

- We are recognised for our **worldwide expertise, strategy consulting and market research** in ingredients, meat, dairy, bakery and foodservice, with specialist experience in all other food and drink areas (more details are available on www.girafood.com).
- Gira has carried out many assignments in recent years for **bakery companies**, especially in the area of fresh bakery product distribution and production. Since 2007, Gira has been covering the European bakery market every two years with its **European Bakery Company Panorama** and **European Bake-Off Bakery** multiclient studies.
- Gira has extensive experience in **dairy products and ingredients**, working across a range of levels from macroeconomic data analysis through to strategic consultancy, to new market evaluations and market due diligence. Gira knows all the main operators in the supply chain and has worked for many of them. Gira is currently conducting the 15th edition of the Gira Dairy Club, a unique annual analysis of the dairy sector worldwide, and the 3rd edition of the Gira Ingredients Club.
- Gira's extensive **network of international experts, contacts and clients** means that it is qualified to carry out this research and analysis project. Experience has also shown that our **long-standing reputation** for research and consultancy in the global market opens doors for us to the most informed and competent sources of information.

The Gira Team



Ségolène Foissac is Gira's Senior Consultant for all Bakery studies. She is the project manager for this study. She has been working with Gira for almost ten years, and closely with Anne Fremaux, now retired Bakery Director. Ségolène is also responsible for a large range of studies in Spain and Latin America at Gira. She has worked successfully on all the latest Bakery studies.



Christophe Lafougere is **CEO of Gira, and directly responsible for all Gira's assignments in the worldwide dairy sector**. He has been directing Gira's consulting and research activities in the dairy sector for over 30 years, covering all aspects of production, collection, processing and marketing, in major dairy-producing and consuming regions of the world.



Mylène Potier is Director of Ingredients at Gira. She has a PhD in Human Nutrition with particular reference to milk proteins. She is responsible for all studies and research on technical ingredients at Gira. She supervises a team of consultants with experience gained over many years, from individual and multiclient studies in the dairy and ingredients sectors.

Our extended team consists of **Gira consultants with wide experience in the bakery and dairy sector**, retail and foodservice, each of whom has an **in-depth knowledge of the individual country markets** and industries for which they are responsible.

Timing

The reports are expected to be available in **March 2026**.

Subscription

The **full subscription price for the complete study** is **15,000 EUR**(before any applicable tax).

The price includes:

- One Synthesis volume.
- Six Country reports.
- One MS Excel dataset.
- One personalised webinar.

Subscription **options** available:

- 1 country report: 4,000 EUR (before any applicable tax).
- Other options available on request.

Reports

The full study is available in MS PowerPoint writing style reports, which are easy to navigate.

Clients will receive reports electronically in searchable and printable PDF format.

- Hard copies are available for clients at an additional cost of 400 EUR per copy.

For more information, please get in touch with our industry specialists:

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