

Between pessimism and optimism...



Geopolitical instability continues to grow, and the changes at the head of the American government are further proof of this. Many experts in international relations confirm that we are experiencing unprecedented and potentially explosive situations, something not seen in a very long time.

However, there are undeniable signs of good health in the global economy, particularly in all emerging countries. Population growth continues, and the agri-food sector remains a key and strategic sector, for many financial analysts. It is also considered by many investors as a field where asset investment is relevant and sustainable.



The visible tensions in energy and raw materials prices continue to ease. In France, only the butter market remains affected, suffering from a drop in supply but also clearly from strong speculative pressures.

Investments in the baking industry

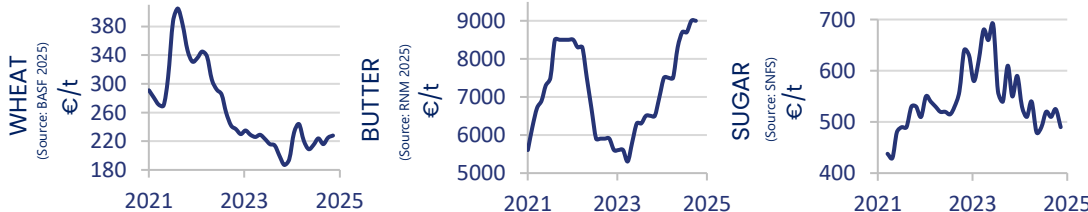


The international investment situation is very favorable, with numerous capacity projects across all continents, perhaps even more in North America, the Middle East and Eastern Europe. The objective of feeding growing populations is tangible reality. A large portion of these investments focuses on baking industry products similar to bread or their regional equivalents. Projects related to viennoiseries and American pastries are also following this trend.

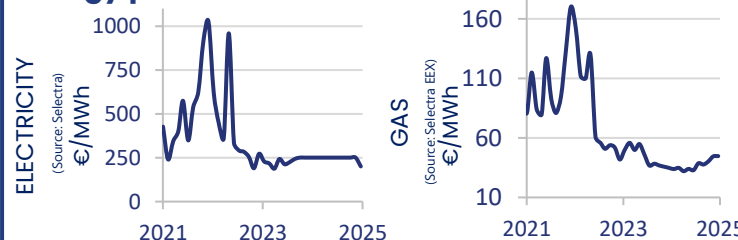


In France, the situation is mixed. It is clear that the overall atmosphere is not very positive and that, in general, investments are not materializing. The trend initiated after the end of COVID to relaunched pre-budgeting studies continues, but unfortunately, few major projects are coming to an end. However, some projects are being realized or are currently underway. They are mainly driven by major industry players, but not exclusively. A significant part of these projects concern soft bread (buns, sandwich bread, brioche), viennoiseries, and pastries.

Raw materials prices



Energy prices



Agenda

Gulfood

17/02/2025
GULFOOD (Dubai)

Cfia
COMITÉ FRANÇAIS DE L'INDUSTRIE AGROALIMENTAIRE

04/03/2025
CFIA (Rennes)

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14/09/2025
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