

## **Baked Goods in Hong Kong, China**

Market Direction | 2024-03-06 | 21 pages | Euromonitor

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### **Report description:**

Total volume sales of baked goods are expected to rise in Hong Kong in 2023, driven by foodservice. Since the easing of COVID-19 restrictions in late 2022, many consumers in Hong Kong have returned to their normal work-from-office routine. This has resulted in an increase in overall foot traffic in commercial districts, where many bakeries are located, which cater to consumers with freshly baked goods for breakfast and impulse consumption, which is set to drive up foodservice volume sales of bak...

Euromonitor International's Baked Goods in Hong Kong, China report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Bread, Cakes, Dessert Mixes, Dessert Pies and Tarts, Frozen Baked Goods, Pastries.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Baked Goods market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International  
March 2024

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Resumption of tourist and other foot traffic drives the consumption of baked goods

Increasing cost pressures and demand for premium baked goods lead to value growth

Retail sales remain sluggish for dessert mixes and dessert pies and tarts, due to the demand for premium desserts in foodservice

##### PROSPECTS AND OPPORTUNITIES

Positive outlook for artisanal and premium baked goods likely to attract new entrants

Bakehouse's balanced strategy in B2C and B2B market likely to result in sustainable revenue stream in the future

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