

Baked Goods in Hong Kong, China

Market Direction | 2024-10-25 | 21 pages | Euromonitor

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Report description:

Retail demand for baked goods in Hong Kong continues to fall, as the category faces growing pressure from the "travelling north" trend, whereby local residents are increasingly interested in affordable shopping and dining experiences in cities located in the Greater Bay Area, such as Shenzhen. This shift in consumer behaviour is impacting sales of traditional Hong Kong bakeries and cake shops. Large supermarket chains such as Sam's Club, Alibaba's grocery brand Hema Xiansheng, and mainland-based...

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Demand for premium-quality baked goods remains strong, driven by tourists
Health-conscious consumption drives demand for more diverse baked goods options

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