

Baked Goods in China

Market Direction | 2024-10-28 | 22 pages | Euromonitor

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Report description:

Baked goods in China is projected to maintain low single-digit growth in retail volume and current value terms in 2024, which is a marginal deceleration compared with the gains seen in 2023 and prior to the pandemic. This slowdown is largely attributed to the post-pandemic economic recovery falling short of expectations, prompting consumers to adopt more cautious spending behaviours. Increasingly, consumers are seeking greater value in commodities, favouring products that offer a reasonable bala...

Euromonitor International's Baked Goods in 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Pursuit of cost-effectiveness boosts the popularity of private label baked goods

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