

Bakery Houses - China - August 2015

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“The bakery houses market is a dynamic market. From simple bread products expanding to a variety of innovative product offerings, one area of considerable interest to bakery stores is the introduction of café and fast casual dining formats to break through the traditional self-service format and capitalise lifestyle elements.”
– Esther Lau, Research Analyst

This report looks at the following areas:

- What are the key drivers and challenges in the Chinese bakery houses market?
- What are the new product and service innovation trends for bakery shops in the Chinese market?
- How can food and drinks offered by bakery chains be customised through the concept of light meals to appeal to young professional customers?
- How can bakery chain brands further integrate lifestyle elements and interactive events as marketing differentiators?

A holistic approach is helping bakery house operators overcome barriers, prioritise marketing activities and accelerate product innovation development. It is clear that young professionals fancy light lunches and dinners balanced as a quick meal solution, while sophisticated young females in particular are attracted to afternoon tea offerings with gourmet dessert. Family-oriented consumers also show interest in healthy breakfasts offered by bakery chains.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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