

Bakery Houses - China - June 2019

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This report looks at the following areas:

On the one hand, there is potential for healthier bakery products such as low calorie bread. And indulgence-driven consumption also makes cake the most beloved bakery category. Products that can strike a balance between health and taste such as soft European bread would be innovation in the desired direction.

- Authenticity can help single item bakeries achieve long term popularity
- Explore online and offline synergy to close up consumption cycle
- Serving demand for consumption upgrade with healthier bread



“The bakery house market has registered double-digit growth in recent years, mostly driven by strong willingness for consumption upgrade. Today’s bakery houses are no longer just food providers, but are assuming a greater role in consumers’ social lives.”

– Cici Wu, Research Analyst

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