

July 2022

烘焙店 - China

“烘焙产品的渗透率不断增长，其食用场景也更趋多样化，涵盖了零食和正餐。虽然咸味烘焙产品释放强大的吸引力，但目前市场上的产品尚未能满足消费者的需求。鲜酵母具有潜力成为加速推动产品革新的催化剂，品牌可借此改良产品口味并添加更多健康益处。与此同时，品牌可向消费者推介“手工面包”的概念以提升中国市场上新鲜手工烘焙产品的价值。”

— 高屹，研究分析师

June 2022

Bakery Houses - China

"Bakery products are growing in penetration with diversified consumption occasions as a snack or a full meal. Savoury bakery products have shown a strong attraction to consumers, while the current market offering is yet to satisfy consumer needs. Compressed yeast has the potential to be the catalyst to accelerate the ...