

# Packaged Bakery Foods – China – 2021

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## This report looks at the following areas:

- Market overview and performances of leading players in 2020
- Impact of consumers' lifestyle and diet habit changes
- New product trends and marketing activities of emerging brands
- Consumer perceptions about different shelf-life packaged bakery products
- Opportunities in segmented consumer demographic groups

The packaged bakery market has seen growth, with key players such as Dali and Toly's share decreasing. More brands are competing by precisely targeting more specific consumer demands, while key players struggle to adjust strategies to cope with the competition from new and growing brands. For this reason, market decentralisation has increased.

The packaged bakery foods market has maintained robust growth and is estimated to reach RMB105.8 billion in 2020, with a CAGR of 10.5% over 2015–2020. As a result of COVID-19, consumers are becoming increasingly concerned about their wellbeing, especially with common health issues such as overweight, which is gaining widespread attention.

Since consumers are looking to change their diet to address health issues, this demand provides an opportunity for the packaged bakery category. Healthy diet brands have launched wholewheat products and non-flour products to enter the competition in this category.

Moreover, since consumers attach more significance to specific healthy diet solutions, consumers are more nuanced in their demands for products. For instance, the health of children has a significant impact on family consumption, making parents consider packaged bakery products with more comprehensive attributes. Brands need to be more specialised and offer products for specific target audiences and create more differentiated SKUs to demonstrate their competitiveness.



“Consumers have a great interest in the healthy attributes of packaged bakery products, especially in their freshness, nutrition, and ingredients. Packaged bakery products will be increasingly segmented according to different wellbeing needs for specific consumer groups.”

– Rika Huang, Analyst

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