

Bakery Products - China - September 2014

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“Among the three segments of bakery products, bread accounts for more than half of the volume consumption while cake enjoyed the fastest growth in the past few years. The cake segment still has the potential to lead the growth of bakery products as consumers gain more occasions to eat cakes, with increasing disposable income as a support.”

— Linda Li, Senior Research Analyst

This report looks at the following areas:

This report looks at the following issues:

- Grain bread will be the rising star
- Homemade is no longer the proprietary of baking enthusiasts
- Concerns over food safety and health have actually bred more home bakers

The bakery products market has enjoyed a vast growth in the past few years, and as consumers are eating bakery products on more occasions, a steady growth of this market can be expected. The busier lifestyles and increasing spending power of Chinese consumers is also fuelling growth in the market.

The market is fragmented at this stage, due to the regional operation of bakery stores and the low pricing of packaged bakery products. However, the market is getting more complicated, since more small players are entering the market and some regional dominators are reaching out further across more of China's territories.

Safety, flavour and freshness remain top consideration factors of consumers when making bakery product purchases. A trend of focusing on healthy food can also be observed in consumers' behaviour when eating and choosing bakery products. Brands should pay attention to the priorities of different consumer groups and highlight the safety, health fortifications and freshness of their products correspondingly.

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Make it Mine

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85 Café

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Christine

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