

Packaged Bakery Foods - China - 2022

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This report looks at the following areas:

- Overview of current packaged bakery foods market in China
- Marketing activities and new product trends
- Consumers' consumption habits of packaged bakery foods
- Consumers' interest in fillings types and trade-up factors
- Consumers' attitude towards Chinese packaged pastries

54% of consumers are willing to trade up for products with "added probiotics" claims. Healthier ingredient fillings such as nuts (60%) and yogurt (59%) are favoured by consumers from multi-generation families.

Today's consumers are constantly seeking healthier options in packaged bakery foods, especially during the post-pandemic period. Moving forward, products for specific demographic segmentations are in demand given increasingly precise functional targeting.

Key packaged bakery players such as Dali and Toly still lead in market value share, but they are facing fiercer competition from big snack brands, private label brands, and packaged bakery products from bakery houses of all kinds.

In regard to trendy Chinese pastries, 65% of consumers agree with the statement that they would like to try innovative flavoured packaged Chinese pastries. Young generations are especially willing to trade up in this product category, which challenges brands to stand out in this emerging but homogeneous market.



"The packaged bakery foods category is expected to maintain steady growth in coming years."

- **Marta Zhang, Senior Research Analyst**

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