Bakery Houses - China - 2022

Report Price: £3695 | $4995 | €4400

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This report looks at the following areas:

- **Consumption usage of Western and Eastern bakery products**
- **Market performance with COVID influences**
- **Marketing activities of bakery houses**
- **Potential market of savoury pastries**
- **Bakery houses' business optimisation suggestion**

54% of respondents are willing to pay more for bakery products with no additives/preservatives as the top premiumisation feature, indicating that clean labels and health benefits might be the innovation direction for Western bakery products.

According to NBS, in 2021, foodservice saw an increase of 18.6% over 2020. The fast recovery of foodservice in 2021 leaves room for bakery house developments, especially fusion Chinese pastries. However, China was hit by a massive resurgence of COVID-19 cases (due to the Omicron variant) in early 2022, disrupting out-of-home consumption in 2022. Extended lockdown measures of up to 4-6 months may threaten the foodservice industry's survival due to the cash flow shortage.

Mintel's Bakery Houses – China, 2021 Report summarised the opportunity for holistic meal occasions in bakery houses (see), with this year's consumer research showing that consumers need further segmentations that challenge the current retail spaces of bakery houses.

In 2021-22, the total number of bakery houses will reach 480,004. The data shows that new Chinese pastries brands have squeezed into the top 10 market share brands, indicating the market is embracing diverse product formats. Investments flowing into the Chinese pastry market also bring opportunities for emerging brand establishment.

"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."
- Bernie Gao, Research Analyst

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This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

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About Mintel

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