

# **Baked Goods in China**

November 2023

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# Baked Goods in China - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

The health trend drives leavened bread to see growth in 2023 Resurgence of foodservice limits the retail rebound for cakes Chained Chinese-style bakery stores see a revival after the lifting of lockdowns

#### PROSPECTS AND OPPORTUNITIES

Foodservice channel set to continue to grow rapidly for the next five years Development of cold chain delivery infrastructure expected to boost sales of packaged cakes and pastries Increasing product innovation will remain an important growth driver for manufacturers

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