



Baked Goods in China

November 2025

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Baked Goods in China - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Maturity and price-sensitivity hinders sales but opportunities remain in smaller cities

INDUSTRY PERFORMANCE

Baked goods demonstrates steady growth momentum

Strong growth for dessert pies and tarts

WHAT'S NEXT?

Penetration rate of baked goods in China expected to increase steadily

Health and wellness becomes a highly prominent topic in baked goods

Rise of large-scale bakery outlets in lower-tier cities in China

COMPETITIVE LANDSCAPE

Private-label products continue to hold a leading position within baked goods

Brand leader experiencing share decline

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Staple Foods in China - Industry Overview

EXECUTIVE SUMMARY

Private label gaining share while health is also in focus

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Maturity and economic conditions constrain growth

Demographic developments boost demand for breakfast cereals

WHAT'S NEXT?

Maturity remains a key factor

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