



# Baked Goods in Taiwan

February 2024

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## Baked Goods in Taiwan - Category analysis

### KEY DATA FINDINGS

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Resumption of pre-COVID-19 norms boosts unpackaged baked goods

Collaboration with pastry chefs and restaurants to tap into the rising demand for premium baked goods

PX Mart and hypermarkets offer more on-site baked goods

#### PROSPECTS AND OPPORTUNITIES

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