



**Euromonitor
International**

Baked Goods in China

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Baked goods registers low single-digit growth in 2024
- Pursuit of cost-effectiveness boosts the popularity of private label baked goods
- Closures of offline bakery stores results in only low growth for unpackaged baked goods

PROSPECTS AND OPPORTUNITIES

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Staple Foods in China - Industry Overview

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