



Euromonitor  
International

# Baked Goods in Hong Kong, China

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Traditional baked goods players impacted by “travelling north” trend
- Demand for premium-quality baked goods remains strong, driven by tourists
- Health-conscious consumption drives demand for more diverse baked goods options

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Staple Foods in Hong Kong, China - Industry Overview

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