



Baked Goods in Asia Pacific

April 2021

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REGIONAL OVERVIEW

Asia Pacific records the strongest growth over 2015-2020

Asia Pacific expected to bounce back with strong growth in 2021

Cakes and pastries have greater sales than bread in Asia Pacific

Pastries and cakes in China the main growth drivers

Pastries add the most new growth over 2015-2020

Strong growth in much of the region in 2015-2020

Food/drink/tobacco specialists the main sales channel

E-commerce continues gaining share in 2020, particularly in China

LEADING COMPANIES AND BRANDS

Baked goods a fragmented product area

Dynamic growth for Shenyang Toly Bread over 2015-2020

Japan the main market for the bulk of the top 10 players

Toly improves its position through expansion and innovation

FORECAST PROJECTIONS

Strong rebound expected in 2021...

...followed by more positive growth in the rest of the forecast period

Rising incomes and expanding populations will help drive growth

COUNTRY SNAPSHOTS

China: Market Context

China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

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India: Competitive and Retail Landscape

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Vietnam: Competitive and Retail Landscape

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