

Development and Market of Premix Flour in China 2018-2023

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Abstracts

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Bakery industry has rapid development in recent years, which introduced premix flour into bakery lovers group. Premix flour mixes complex materials in appropriate proportion with authentic flavor, which brings users a convenience simple baking experience.

China Food and Drug Administration statistics showed, there are over 100 authorized premix flour companies, distributed in Zhejiang, Shandong, Shanghai, Guangdong and economy well developed areas. The aggregate output of premix flour in China was about 318 thousand tonnes in 2017, and sale volume reached 305 thousand tonnes in 2017.

Along with Chinese standard of living improved and demand differences, baked food has vast market potentials in China, while premix flour plays an extremely important role in baked food. In the last few years, many companies have introduced different flavors, different packaging sizes cake premix flour. With the rapid development of the baked food industry in China, the development of premix flour market will also be a rapid growth. ASKCI predicts that the output and sale volume of China's premix flour in 2023 will reach 510 thousand tonnes and 502 thousand tonnes, respectively.

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