

Baked Goods in Asia Pacific

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Date: April 2021

Pages: 49

Price: US\$ 1,325.00 (Single User License)

ID: BCD2EAAD6EBEN

Abstracts

China saw its sales of baked goods negatively affected by disruptions to production and distribution as well as consumers' limited access to retail outlets due to Coronavirus (COVID-19) in 2020, with the Asia Pacific region as a whole therefore seeing a similar slowdown in its growth rate. A swift recovery is expected from 2021, with positive growth rates predicted throughout the forecast period in real value terms.

Euromonitor International's Baked Goods in Asia Pacific global briefing offers an insight into to the size and shape of the Packaged Food market, highlights buzz topics, emerging geographies, categories and trends and identifies the leading companies and brands. It also offers strategic analysis on driving packaged food industry trends like health and wellness, premiumisation, convenience and value-for-money and how those trends influence factors like new product developments, packaging innovations, retail distribution and retail pricing both historically and into the future.

Product coverage: Cooking Ingredients and Meals, Dairy Products and Alternatives, Snacks, Staple Foods.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Packaged Food market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;



Use five-year forecasts to assess how the market is predicted to develop.

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