

The World Market for Bakery Mixes and Doughs for the Preparation of Bread, Pastry, Cakes, and Biscuits: A 2024 Global Trade Perspective

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Abstracts

This report was created for strategic planners, international executives, and import/export managers who are concerned with the market for bakery mixes and doughs for the preparation of bread, pastry, cakes, and biscuits. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics that appear several years after the fact. Professor Philip M. Parker, the Chair Professor of Management Science at INSEAD, has developed a methodology, based on macroeconomic and trade models, to estimate the market for bakery mixes and doughs for the preparation of bread, pastry, cakes, and biscuits for those countries serving the world market via exports or supplying from various countries via imports. He does so for the current year based on a variety of key historical indicators and econometric models.

'Bakery mixes and doughs for the preparation of bread, pastry, cakes, and biscuits' as a category is defined in this report following the definition given by the United Nations Statistics Division Classification Registry using the Standard International Trade Classification, Revision 3 (SITC, Rev. 3). The SITC code that defines 'bakery mixes and doughs for the preparation of bread, pastry, cakes, and biscuits' is 0485.

Contents

1 METHODOLOGY

1.1 OUR APPROACH

2 THE WORLD MARKET

2.1 EXPORTS

2.1.1 THE WORLD MARKET: BAKERY MIXES AND DOUGHS FOR THE PREPARATION OF BREAD, PASTRY, CAKES, AND BISCUITS EXPORT SUPPLIES IN 2024

2.2 IMPORTS

2.2.1 THE WORLD MARKET: IMPORTED BAKERY MIXES AND DOUGHS FOR THE PREPARATION OF BREAD, PASTRY, CAKES, AND BISCUITS IN 2024

3 EXPORTS

3.1 AFRICA: EXPORT SUPPLIES OF BAKERY MIXES AND DOUGHS FOR THE PREPARATION OF BREAD, PASTRY, CAKES, AND BISCUITS IN 2024

3.1.1 EXECUTIVE SUMMARY

3.1.2 EGYPT

3.1.3 ESWATINI

3.1.4 GHANA

3.1.5 MAURITIUS

3.1.6 MOROCCO

3.1.7 SOUTH AFRICA

3.1.8 TUNISIA

3.1.9 ZAMBIA

3.2 ASIA: EXPORT SUPPLIES OF BAKERY MIXES AND DOUGHS FOR THE PREPARATION OF BREAD, PASTRY, CAKES, AND BISCUITS IN 2024

3.2.1 EXECUTIVE SUMMARY

3.2.2 CHINA

3.2.3 HONG KONG

3.2.4 INDIA

3.2.5 INDONESIA

3.2.6 JAPAN

3.2.7 MALAYSIA

3.2.8 SINGAPORE

3.2.9 SOUTH KOREA

3.2.10 SRI LANKA

3.2.11 TAIWAN

3.2.12 THAILAND

3.2.13 THE PHILIPPINES

3.2.14 VIETNAM

3.3 EUROPE: EXPORT SUPPLIES OF BAKERY MIXES AND DOUGHS FOR THE PREPARATION OF BREAD, PASTRY, CAKES, AND BISCUITS IN 2024

3.3.1 EXECUTIVE SUMMARY

3.3.2 AUSTRIA

3.3.3 BELGIUM

3.3.4 BOSNIA AND HERZEGOVINA

3.3.5 BULGARIA

3.3.6 CROATIA

3.3.7 CYPRUS

3.3.8 DENMARK

3.3.9 ESTONIA

3.3.10 FINLAND

3.3.11 FRANCE

3.3.12 GERMANY

3.3.13 GREECE

3.3.14 HUNGARY

3.3.15 IRELAND

3.3.16 ITALY

3.3.17 LATVIA

3.3.18 LITHUANIA

3.3.19 LUXEMBOURG

3.3.20 MALTA

3.3.21 NORWAY

3.3.22 POLAND

3.3.23 PORTUGAL

3.3.24 ROMANIA

3.3.25 RUSSIA

3.3.26 SLOVAKIA

3.3.27 SLOVENIA

3.3.28 SPAIN

3.3.29 SWEDEN

3.3.30 SWITZERLAND

3.3.31 THE CZECH REPUBLIC

3.3.32 THE NETHERLANDS

3.3.33 THE UNITED KINGDOM

3.3.34 UKRAINE

3.4 LATIN AMERICA: EXPORT SUPPLIES OF BAKERY MIXES AND DOUGHS FOR THE PREPARATION OF BREAD, PASTRY, CAKES, AND BISCUITS IN 2024

3.4.1 EXECUTIVE SUMMARY

3.4.2 ARGENTINA

3.4.3 BOLIVIA

3.4.4 BRAZIL

3.4.5 CHILE

3.4.6 COLOMBIA

3.4.7 COSTA RICA

3.4.8 ECUADOR

3.4.9 EL SALVADOR

3.4.10 GUATEMALA

3.4.11 MEXICO

3.4.12 PARAGUAY

3.4.13 PERU

3.4.14 URUGUAY

3.5 NORTH AMERICA & THE CARIBBEAN: EXPORT SUPPLIES OF BAKERY MIXES AND DOUGHS FOR THE PREPARATION OF BREAD, PASTRY, CAKES, AND BISCUITS IN 2024

3.5.1 EXECUTIVE SUMMARY

3.5.2 CANADA

3.5.3 DOMINICA

3.5.4 JAMAICA

3.5.5 THE DOMINICAN REPUBLIC

3.5.6 THE UNITED STATES

3.5.7 TRINIDAD AND TOBAGO

3.6 OCEANIA: EXPORT SUPPLIES OF BAKERY MIXES AND DOUGHS FOR THE PREPARATION OF BREAD, PASTRY, CAKES, AND BISCUITS IN 2024

3.6.1 EXECUTIVE SUMMARY

3.6.2 AUSTRALIA

3.6.3 FIJI

3.6.4 NEW ZEALAND

3.7 THE MIDDLE EAST: EXPORT SUPPLIES OF BAKERY MIXES AND DOUGHS FOR THE PREPARATION OF BREAD, PASTRY, CAKES, AND BISCUITS IN 2024

3.7.1 EXECUTIVE SUMMARY

3.7.2 BAHRAIN

- 3.7.3 IRAN
- 3.7.4 ISRAEL
- 3.7.5 JORDAN
- 3.7.6 LEBANON
- 3.7.7 OMAN
- 3.7.8 PAKISTAN
- 3.7.9 SAUDI ARABIA
- 3.7.10 THE UNITED ARAB EMIRATES
- 3.7.11 TURKEY

4 IMPORTS

4.1 AFRICA: BAKERY MIXES AND DOUGHS FOR THE PREPARATION OF BREAD, PASTRY, CAKES, AND BISCUITS IMPORTS IN 2024

- 4.1.1 EXECUTIVE SUMMARY
- 4.1.2 ALGERIA
- 4.1.3 BENIN
- 4.1.4 BOTSWANA
- 4.1.5 BURKINA FASO
- 4.1.6 CAMEROON
- 4.1.7 CAPE VERDE
- 4.1.8 COTE D'IVOIRE
- 4.1.9 EGYPT
- 4.1.10 MADAGASCAR
- 4.1.11 MALAWI
- 4.1.12 MAURITANIA
- 4.1.13 MAURITIUS
- 4.1.14 MOROCCO
- 4.1.15 MOZAMBIQUE
- 4.1.16 NAMIBIA
- 4.1.17 NIGERIA
- 4.1.18 SENEGAL
- 4.1.19 SIERRA LEONE
- 4.1.20 SOUTH AFRICA
- 4.1.21 TANZANIA
- 4.1.22 THE CENTRAL AFRICAN REPUBLIC
- 4.1.23 THE DEMOCRATIC REPUBLIC OF THE CONGO
- 4.1.24 ZAMBIA
- 4.1.25 ZIMBABWE

4.2 ASIA: BAKERY MIXES AND DOUGHS FOR THE PREPARATION OF BREAD, PASTRY, CAKES, AND BISCUITS IMPORTS IN 2024

4.2.1 EXECUTIVE SUMMARY

4.2.2 BRUNEI

4.2.3 CHINA

4.2.4 HONG KONG

4.2.5 INDIA

4.2.6 INDONESIA

4.2.7 JAPAN

4.2.8 MACAU

4.2.9 MALAYSIA

4.2.10 MONGOLIA

4.2.11 NEPAL

4.2.12 SINGAPORE

4.2.13 SOUTH KOREA

4.2.14 SRI LANKA

4.2.15 TAIWAN

4.2.16 THAILAND

4.2.17 THE MALDIVES

4.2.18 THE PHILIPPINES

4.2.19 VIETNAM

4.3 EUROPE: BAKERY MIXES AND DOUGHS FOR THE PREPARATION OF BREAD, PASTRY, CAKES, AND BISCUITS IMPORTS IN 2024

4.3.1 EXECUTIVE SUMMARY

4.3.2 ALBANIA

4.3.3 ANDORRA

4.3.4 AUSTRIA

4.3.5 BELARUS

4.3.6 BELGIUM

4.3.7 BOSNIA AND HERZEGOVINA

4.3.8 BULGARIA

4.3.9 CROATIA

4.3.10 CYPRUS

4.3.11 DENMARK

4.3.12 ESTONIA

4.3.13 FINLAND

4.3.14 FRANCE

4.3.15 GEORGIA

4.3.16 GERMANY

- 4.3.17 GREECE
- 4.3.18 HUNGARY
- 4.3.19 ICELAND
- 4.3.20 IRELAND
- 4.3.21 ITALY
- 4.3.22 KAZAKHSTAN
- 4.3.23 LATVIA
- 4.3.24 LITHUANIA
- 4.3.25 LUXEMBOURG
- 4.3.26 MACEDONIA
- 4.3.27 MALTA
- 4.3.28 MOLDOVA
- 4.3.29 NORWAY
- 4.3.30 POLAND
- 4.3.31 PORTUGAL
- 4.3.32 ROMANIA
- 4.3.33 RUSSIA
- 4.3.34 SLOVAKIA
- 4.3.35 SLOVENIA
- 4.3.36 SPAIN
- 4.3.37 SWEDEN
- 4.3.38 SWITZERLAND
- 4.3.39 THE CZECH REPUBLIC
- 4.3.40 THE NETHERLANDS
- 4.3.41 THE UNITED KINGDOM
- 4.3.42 UKRAINE

4.4 LATIN AMERICA: BAKERY MIXES AND DOUGHS FOR THE PREPARATION OF BREAD, PASTRY, CAKES, AND BISCUITS IMPORTS IN 2024

- 4.4.1 EXECUTIVE SUMMARY
- 4.4.2 ARGENTINA
- 4.4.3 BELIZE
- 4.4.4 BOLIVIA
- 4.4.5 BRAZIL
- 4.4.6 CHILE
- 4.4.7 COLOMBIA
- 4.4.8 ECUADOR
- 4.4.9 EL SALVADOR
- 4.4.10 GUATEMALA
- 4.4.11 GUYANA

- 4.4.12 HONDURAS
- 4.4.13 MEXICO
- 4.4.14 NICARAGUA
- 4.4.15 PANAMA
- 4.4.16 PARAGUAY
- 4.4.17 PERU
- 4.4.18 SURINAME
- 4.4.19 URUGUAY

4.5 NORTH AMERICA & THE CARIBBEAN: BAKERY MIXES AND DOUGHS FOR THE PREPARATION OF BREAD, PASTRY, CAKES, AND BISCUITS IMPORTS IN 2024

- 4.5.1 EXECUTIVE SUMMARY
- 4.5.2 ANTIGUA AND BARBUDA
- 4.5.3 ARUBA
- 4.5.4 BARBADOS
- 4.5.5 BERMUDA
- 4.5.6 CANADA
- 4.5.7 GREENLAND
- 4.5.8 JAMAICA
- 4.5.9 ST. LUCIA
- 4.5.10 THE BAHAMAS
- 4.5.11 THE DOMINICAN REPUBLIC
- 4.5.12 THE UNITED STATES

4.6 OCEANIA: BAKERY MIXES AND DOUGHS FOR THE PREPARATION OF BREAD, PASTRY, CAKES, AND BISCUITS IMPORTS IN 2024

- 4.6.1 EXECUTIVE SUMMARY
- 4.6.2 AUSTRALIA
- 4.6.3 FIJI
- 4.6.4 FRENCH POLYNESIA
- 4.6.5 NEW CALEDONIA
- 4.6.6 NEW ZEALAND
- 4.6.7 PALAU
- 4.6.8 THE SOLOMON ISLANDS

4.7 THE MIDDLE EAST: BAKERY MIXES AND DOUGHS FOR THE PREPARATION OF BREAD, PASTRY, CAKES, AND BISCUITS IMPORTS IN 2024

- 4.7.1 EXECUTIVE SUMMARY
- 4.7.2 ARMENIA
- 4.7.3 AZERBAIJAN
- 4.7.4 BAHRAIN

- 4.7.5 ISRAEL
- 4.7.6 JORDAN
- 4.7.7 KUWAIT
- 4.7.8 LEBANON
- 4.7.9 OMAN
- 4.7.10 PAKISTAN
- 4.7.11 QATAR
- 4.7.12 TURKEY
- 4.7.13 YEMEN

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