

# **Baked Goods in Taiwan**

February 2024

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#### Baked Goods in Taiwan - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Resumption of pre-COVID-19 norms boosts unpackaged baked goods Collaboration with pastry chefs and restaurants to tap into the rising demand for premium baked goods PX Mart and hypermarkets offer more on-site baked goods

#### PROSPECTS AND OPPORTUNITIES

Independent bakeries specialising in desserts and pastries continue to lure consumers through social media On-site baking to remain a key way to cater to impulse consumers Call for authentic tastes to drive product innovation

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