

# Baked Goods in Asia Pacific

April 2021

Table of Contents

## INTRODUCTION

Scope

Key findings

## 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

India: Market Context

India: Competitive and Retail Landscape

Indonesia: Market Context

Indonesia: Competitive and Retail Landscape

Japan: Market Context

Japan: Competitive and Retail Landscape

Malaysia: Market Context

Malaysia: Competitive and Retail Landscape

Pakistan: Market Context

Pakistan: Competitive and Retail Landscape

Philippines: Market Context

Philippines: Competitive and Retail Landscape

Singapore: Market Context

Singapore: Competitive and Retail Landscape

South Korea: Market Context

South Korea: Competitive and Retail Landscape

Taiwan: Market Context

Taiwan: Competitive and Retail Landscape

Thailand: Market Context

Thailand: Competitive and Retail Landscape

Vietnam: Market Context

Vietnam: Competitive and Retail Landscape

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/baked-goods-in-asia-pacific/report](http://www.euromonitor.com/baked-goods-in-asia-pacific/report).