



# Baked Goods in China

November 2025

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## Baked Goods in China - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Maturity and price-sensitivity hinders sales but opportunities remain in smaller cities

#### INDUSTRY PERFORMANCE

Baked goods demonstrates steady growth momentum

Strong growth for dessert pies and tarts

#### WHAT'S NEXT?

Penetration rate of baked goods in China expected to increase steadily

Health and wellness becomes a highly prominent topic in baked goods

Rise of large-scale bakery outlets in lower-tier cities in China

#### COMPETITIVE LANDSCAPE

Private-label products continue to hold a leading position within baked goods

Brand leader experiencing share decline

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Food/drink/tobacco specialists channel dominates

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## Staple Foods in China - Industry Overview

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Private label gaining share while health is also in focus

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Maturity and economic conditions constrain growth

Demographic developments boost demand for breakfast cereals

#### WHAT'S NEXT?

Maturity remains a key factor

Opportunities for health focused development

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Stable competitive landscape

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