



Indulgent and Impulse-Led: Snacking Drives Bakery in Asia Pacific

May 2026

EXECUTIVE SUMMARY

Why read this report?

Key findings

INTRODUCTION

Taxonomy and scope of this report

Low consumption of bread in Asia Pacific as a staple limits presence in diets

Cakes, pastries and biscuits serve similar consumption occasions

Packaged cakes and pastries face price pressures

Venture into a broader universe of bakery occasions to unlock growth

SENSORIAL AND INDULGENT TREATS

Diverse flavours create fertile ground for bakery innovation and re-energise the market

Balance scale and differentiation to drive both comfort and novelty

Trendspotting: Is ube the new matcha?

Learn from and adopt mouthfeel and texture preferences observed in snacks

Nabati Nextar diversifies its texture and flavour applications into packaged cakes

Impulse snacking tendencies already drive Asia Pacific's bakery growth

Win Win Food reformats bread to suit impulse snacking occasions with Toasty

Asian brands eyeing mature regions in the long run must invest in wellness

INSPIRATION FROM FOODSERVICE

Artisanal bakery drive Asian consumers' demand for indulgent experiences

Evolving retail concepts in Singapore signal premiumisation expectations

Nongshim leaps into the global snack market by riding on bakery trends

Rising acceptance of bakery-based meals could widen palates

Yum! Brands shows localised bakery meals can expand consumption occasions

The rise of integrated bakery and beverage shops causes a shift in value expectations

Asian brands to extend their success in digital-first engagement to reach global youth

CONCLUSION

Biscuits set to drive Asia's snacks market over the period to 2030

Packaged cakes and pastries are sizable, high-growth segments in Asia Pacific

Diverse opportunity areas across the snacking bakery market

Snack bars and baked "cookies" are potential bakery whitespaces in Asia Pacific

Recommendations for growth

Evolution of snacking trends in bakery products

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/indulgent-and-impulse-led-snacking-drives-bakery-in-asia-pacific/report.