WEBINARS

CHINA: PRODUCT FOCUS BAKERY INGREDIENTS

Wednesday, Oct 16, 2024 | 3:00 PM - 4:00 PM
Registration: Monday, Aug 26 - Tuesday, Oct 15, 2024
Virtual | United States of America

https://wusata.avibe-stag.com/e/XS60OOC

EVENT DETAILS

The bakery industry in China is experiencing rapid growth which exceeds beyond the country's own GDP in the past decade. Recent estimate indicates the total retail value to reach $71 billion, accounting for one tenth of China's entire food and beverage industry. With rising consumer income and an increasingly westernized diet, interest and demand for premium bakery products boomed, especially in urban areas, and many players in the industry are upgrading their purchases to include more upscale ingredients from overseas, including the United States.