

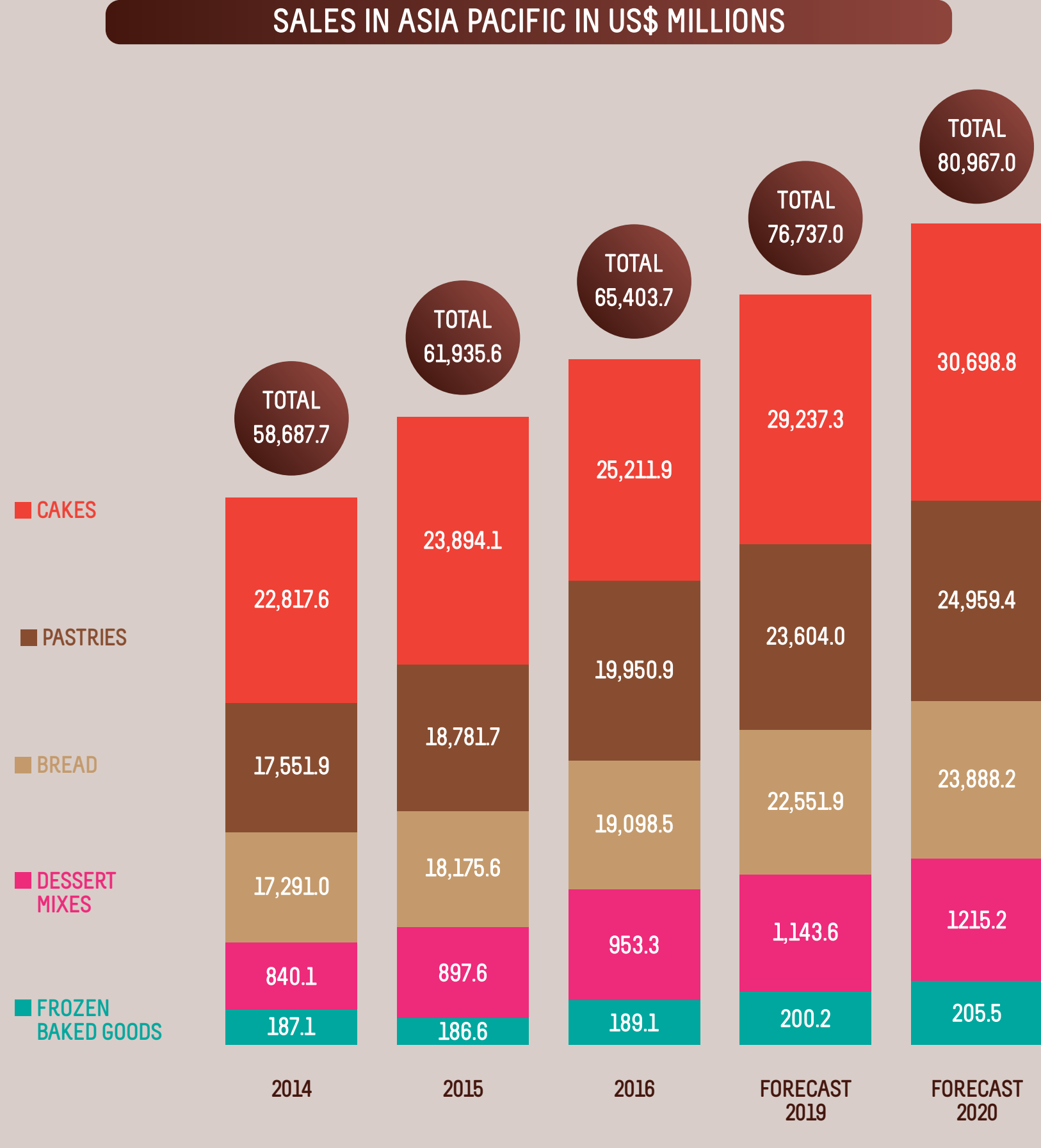
Baked Good – What’s Baking



THE ASIA PACIFIC REGIONS RANK SECOND IN MOST BAKERY SALES IN THE WORLD FOR THE YEAR 2016.

Bakery products for retail sales in 2016 amounted to US\$65.4 billion at a compound annual growth rate of 5.8% from 2012 to 2016. South East Asia bakery sales made up 21% of the world's retail sales of bakery products. Retail sales are forecasted to increase at a compound annual growth rate of 5.5% from 2017 to 2021.

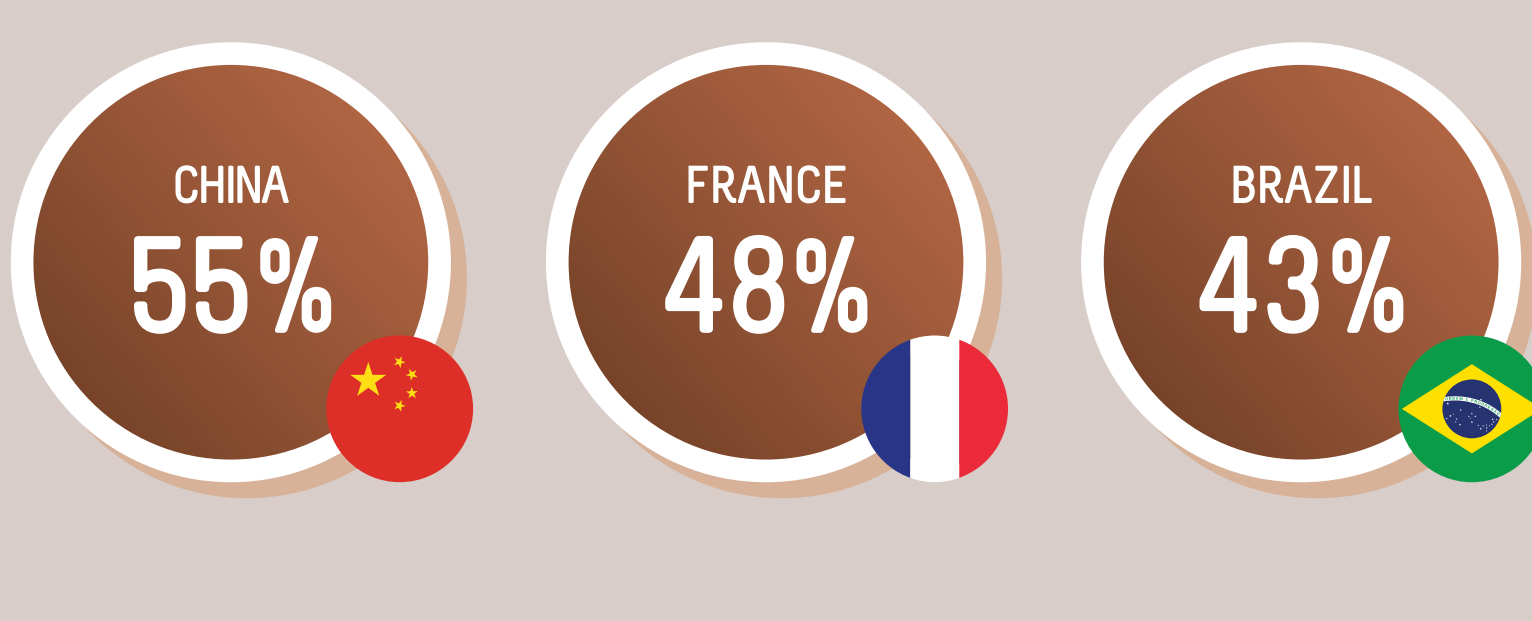
SALES IN ASIA PACIFIC IN US\$ MILLIONS



AN INCREASING NUMBER OF CONSUMERS HAVE SLOWLY FOCUS ON THEIR HEALTH AND QUALITY OF LIFE.

Consumers have been searching for healthier alternatives when it comes to baked goods. Many have opted for organic, gluten-free and lower calories options to satisfy their sweet tooth while maintaining their macro intakes. (QuickStoneCapital Solutions, 2018)

% OF RESPONDENT CHANGING TO HEALTHIER ALTERNATIVES



SOME EMERGING TRENDS IN THE BAKED GOODS INDUSTRY AND CONSUMERS INTEREST TO JUMP ON THE WAGON FOR:

BAKED GOODS TREND 1

Many have been loving baked goods with nutritional value, especially with the additions of nuts and seeds!



BAKED GOODS TREND 2

Consumers tend to queue for hours to have a taste of Exotic flavours baked good! Try adding pineapple to your chocolate filling! It might just be the next big hit!



BAKED GOODS TREND 3

Bite-size pastry on-the-go for all the busy bees out there! The best part? It's Instagram-worthy! It comes in different flavours & decorations on individual baked goods!



BAKED GOODS TREND 4

Brookies on the rise with the best of both worlds from two classic treats -cookies and brownies!



BAKED GOODS TREND 5

Health is wealth! Enjoy sweet treats you love while having better health benefits? Opt for organic, gluten-free, low sugar ingredients when you baked your goods.



There has been a global demand for bakery products since 2014. For the year 2018 –2022, there will be an estimated global CAGR of over 5.7%. There is an increase in consumers being health-conscious. Companies are being competitive through experimentation with their recipes and ingredients to cater to their needs. Aalst Chocolate being a chocolate ingredient manufacturer is following closely to match, develop and offer customizable products to the baked goods industry. Taking this opportunity to tap into this ever-growing market and boost your product offerings and expand into new markets!

Aalst Chocolate now offers a wide range of baked goods chocolate products for your creation of new products to cater to the market demand. Our fully equipped R&D laboratories in Singapore and Shanghai are constantly updated with local market inputs from our sales and development team and provide strong technical support and expertise to customize products based on your requirements.

NEW PRODUCTS BEING DEVELOPED AND ADDED INCLUDE:



Bibliography:
 Media, C. (n.d.). Top Ten Trends 2019: A Sweet Discovery. Retrieved from <https://www.foodingredientsfirst.com/Webinars/top-ten-trends-2019-a-sweet-discovery.html>
 Sector Trend Analysis – Dough Products. (2019, February 14). Retrieved from <http://www.agr.gc.ca/eng/industry-markets-and-trade/international-agri-food-market-intelligence/reports/sector-trend-analysis-dough-products/?id=1509454550347#c2>

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