SHAPING THE FUTURE OF HORECA

ELEVATING THE HOSPITALITY INDUSTRY TO NEW HEIGHTS

BAKERY

A bakery is a business or establishment where various baked goods, such as bread, pastries, cakes, cookies, and other baked products, are produced and sold. Today, baked goods have become a daily staple in our lives, produced for various markets, including retail, food service, and specialised bakeries catering to specific dietary needs.

At THAIFEX - HOREC Asia, discover the latest bakery and pastry equipment, including bakeware, digital scales, ovens and preparation equipment and accessories. There's also packaging and presentation materials, including confectioner, snacks, and candy. Baking ingredients and additives on exhibit include baking and raising agents, chocolate, cocoa, pralines, fillings and toppings, premixes, and starch or starch products.

According to a report by Mordor Intelligence , the Southeast Asia bakery products market is expected to grow by a CAGR of 6.2% during the forecast period from 2025 to 2030.

The current baking trends in the region include:

- **Health-conscious Offerings**: Consumers are increasingly seeking healthier options, leading to a surge in demand for products like high-fibre bread, gluten-free ranges, and low-fat flatbreads.
- **Plant-Based and Vegan Options**: A growing awareness of ethical and sustainable choices has driven the popularity of plant-based and vegan baking, catering to those looking for more environmentally responsible food options.
- **Miniature and On-the-Go Snacks**: With busy lifestyles and rising incomes among millennials, there is a rising demand for smaller, on-the-go snack sizes that offer convenience without compromising on taste and quality.
- **Minimal Flavours**: A preference for simplicity in snacking has led to the popularity of snacks with minimal flavours, allowing consumers to enjoy plain and straightforward meal options.
- **Natural and Organic Products**: Health-conscious consumers are gravitating towards natural and organic food products, opting for these over synthetic ingredients that may have adverse health consequences.
- **Western-Style Diets**: Diets inspired by Western cuisine, with an emphasis on wheat-based products and high protein content, are gaining favour among consumers looking for a more indulgent culinary experience.
- **Superfood Inclusions**: "Superfood" seeds, such as chia seeds, have found their way into various food products, with consumers perceiving them as an opportunity to explore new tastes and textures while reaping health benefits.
- **Innovative Flavours**: Food manufacturers are introducing innovative and unique flavour profiles to cater to adventurous taste buds including the introduction of savoury bakery products.
- **Specific Certifications**: Products bearing certifications such as halal and kosher are gaining prominence, catering to diverse dietary and cultural preferences.
- **Out-of-the-Home Consumption**: Eating out is on the rise, with consumers increasingly seeking dining experiences outside the home, which includes restaurants, cafes, and other food service establishments.
- **Frozen Bakery Products**: Convenience remains a key priority for consumers, driving the demand for instant and nutritious food products that offer both speed and nutritional value.
- **Bakery Cafes and Cake Houses**: The fusion of bakeries, restaurants, cafes, and catering services is creating new and exciting food destinations, providing a wide range of culinary experiences in a single venue.