



中国市场趋势：  
烘焙



## 市场概览 & 关键趋势

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# 现代中国糕点 & “国潮”趋势

- ▶ 国货的普及给传统糕点带来了新的机遇，现代中国糕点产品有着巨大的发展潜力。

源自时尚产业的“国潮”或“民族潮”指的是以觉醒的文化自信为后盾的中国传统文化之美。

来源: Euromonitor International, 2022



送礼馈赠



糕点馅料的创新



当地特色



食品工艺升级

现代中式糕点销售收入, 2021



天猫商城销量增长迅速的糕点:

蛋黄酥



桃酥



黑芝麻饼干



## 现代中国糕点 & “国潮”趋势

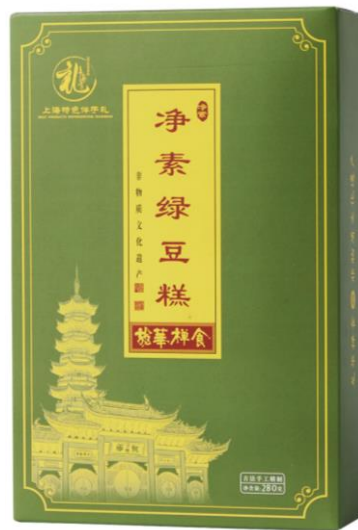


### 北京稻香村国潮手工点心

- 包含25种中式糕点
- 中国产品

### 上海龙华素斋净素绿豆糕

- 文化遗产
- 中国产品



## 现代中国糕点 & “国潮”趋势



### 皇家尚食局唐风菓子礼盒

- 皇家尚食局与西安博物馆联合研制
- 中国产品

- ▶ 礼盒的设计灵感来自唐朝文化中对鲤鱼的热爱，鲤鱼是繁荣和富足的象征。





## 现代中国糕点 & “国潮”趋势



### 轩妈蛋黄酥

- 加入日本麻糬，使其具有耐嚼、柔滑和弹性的口感
- 中国产品

**Ingredients For Red Bean Flavour:** Red Bean Filling (White Sugar, Red Bean, Water), Wheat Flour, Egg Yolk Filling (Salted Egg Yolk, Butter, White Wine, Sodium Dehydroacetate), Butter, Mochi Ready-mix Powder (**\*Glutinous Rice Flour**, **\*Trehalose**, **\*Egg White Powder**, Starch, Hydroxypropyl Distarch Phosphate, Acetylated Distarch Phosphate), Maltose Syrup, Water, Sugar, **\*Trehalose**, Glycerin, Edible Oil And Fat Products, Egg Yolk, Sorbitol, Milk-flavoured Solid Beverage (**\*Trehalose**, **\*Egg White Powder**, Milk Powder, Starch, Salt, Titanium Dioxide), Black Sesame, Sodium Dehydroacetate.



品种：桂花、红豆、抹茶、紫薯

“ ”  
当用于烘焙食品时，蛋白可以起到面团强化剂的作用。它们也被用来发酵。干蛋清粉储藏方便，保质期长，更容易煮熟。

## 现代中国糕点 & “国潮”趋势



### 三只松鼠桃酥

- 松脆的桃酥是咖啡或茶的完美搭配
- 中国产品

**Ingredients:** Wheat Flour, Edible Vegetable Oil, White Sugar, Fresh Egg, Water, Black Sesame, Sea Salt, Food Additives (Ammonium Bicarbonate, Sodium Bicarbonate).

### 老金磨坊DHA海藻油黑芝麻饼干

- 不含调味料和色素，防腐剂，添加糖和反式脂肪
- 每盒含有396毫克DHA

**Ingredients:** Black Sesame, Honey, Eggs, Walnut Oligopeptides (0.4%), \*DHA algal oil (0.4%).

素食者的DHA来源。  
DHA确保大脑、心脏、眼睛和神经系统等其他部分的细胞在生命的各个阶段都能正常发育和运作。

来源 Li et al., 2021





# 冷冻烘焙

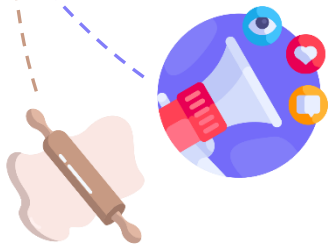
在疫情的早期阶段，人们有更多的时间呆在家里，因为许多人将兴趣转向烘焙。

来源: 餐饮界新媒体, 2022



随着网络社交媒体和信息共享的快速发展，即使到了2022年，人们对烘焙的热情也与日俱增，家庭烘焙的趋势也在持续。

来源: 中国食品报, 2021



传统烘焙包括几个步骤，耗时约3-4小时，对专业技能要求很高。

来源: 媒体滚动, 2022



这导致了冷冻/预制面包的数量在短时间内爆炸性增长。

- ✓ 呆在家里，用烤箱或空气炸锅，几分钟就可以享受美味的烘焙食品



## 冷冻烘焙



### 大佬强冷冻烘焙

- 品种: 可颂、叉烧酥、甜甜圈、蛋黄酥、蛋挞皮等。
- 中国产品



## 冷冻烘焙

### 高贝冷冻烘焙

- 品种: 手撕包, 丹麦菠萝包, 可颂, 红豆包等
- 中国产品



### 朋宗冷冻乳酪面包片

- 中国产品



# 营养 & 轻食



许多消费者正在重新评估他们的饮食，并更加关注食品的营养成分。



例如，来自国外的手工面包和贝果已经成为天猫上的一种时尚的营养轻食糕点。

## 天猫4大烘焙原料趋势

粗粮纤维含量高是烘焙食品中提倡的关键健康元素



粗粮

- ▶ 全麦
- ▶ 黑麦
- ▶ 大麦



健康的甜味



- ▶ 没有蔗糖
- ▶ 木糖醇



无糖和天然糖替代品越来越受到关注，消费者也在追求更健康的甜味。

注意脂肪摄入

- ▶ 低脂
- ▶ 无脂



健康饮食使人们远离高脂肪食物

天然

- ▶ 动物性鲜奶油
- ▶ 健康奶油



天然成分很快就获得了消费者的偏爱。乳制品鲜奶油是从牛奶中提取的天然产品，增长速度最快。





## 营养 & 轻食



品种:黑麦面包, 奇亚籽低脂全麦面包, 低脂全麦面包, 红豆全麦面包, 乌龙茶全麦面包

### 良品铺子全麦面包

- 黑麦面包:每100克含有6.8克膳食纤维
- 中国产品

**Ingredients:** Whole Wheat Flour (≥50%), Rye Flour (≥30%), Water, \***Trehalose**, Eggs, Bran, Edible Oil Products, Yeast, Salt, Cocoa Powder, Food Additives (Sorbitol Liquid, Compound Enzyme Preparations (\***Calcium Sulfate**, \***Diacetyl Tartaric Acid Ester of Mono- and Diglycerides**, \***Ascorbic Acid**, Alpha-amylase, Hemicellulase, Maltoamylase, Glucose Oxidase), Calcium Propionate, Sodium Dehydroacetate, \***Citric Acid**, \***Flavourings**)

DATEM, (双乙酰酒石酸酯的一和二甘油酯) 是一种乳化剂, 用于面包制作, 以加强面团的结构, 使它可以成功地膨胀在打样和烘焙。这种乳化剂有助于:增加各种产品的产量在面包和小圆面包中提供非常均匀和细的颗粒:

- ✓ 增加各种产品的产量
- ✓ 为各类面包提供非常均匀和细致的颗粒

来源: Bakerpedia, 2022b

一种弱有机酸, 天然存在于柑橘类水果中。最常用于天然防腐剂或为食品和烘焙产品添加酸性或酸味。

来源: Bakerpedia, 2022a

## 营养 & 轻食



### 七年五季全麦欧包

- 低脂
- 生产过程中不添加糖 & 油
- 含50%全麦
- 中国产品

**Ingredients for Chocolate Lava Flavour:** Whole Wheat Flour ( $\geq 50\%$ ), Wheat Flour, Water, Chocolate Syrup, Oatmeal, Cocoa Powder, Skim Milk Powder, Maltitol, Sorbitol, Yeast, Salt, Calcium Propionate, Sodium Dehydroacetate.

品种: 巧克力熔岩, 巧克力蓝莓, 紫红薯红丝绒, 抹茶, 紫红薯, 墨鱼鸡丝, 芋泥, 全麦红豆, 全麦





## 营养 & 轻食



### 舌黑奇亚籽全麦面包

- 富含膳食纤维
- 粗粮
- 无添加糖
- 中国产品

**Ingredients:** Whole Wheat Flour, Water, \***Trehalose**, \***Chia Seeds** (8%), Eggs, Sorbitol Liquid, Trehalose Syrup (Maltose, Trehalose, Water), Fresh Yeast, Skim Milk Powder, Edible Salt, Compound Enzyme Preparation (Single, \***Mono- and diglycerides of fatty acids**, \***Sodium Stearoyl Lactylate**, Maltogenic Amylase, Hemicellulase, Glucose Oxidase, Alpha-amylase, Lipase, \***Ascorbic Acid**), Calcium Propionate, Sodium Dehydroacetate, \***Citric Acid**.

奇亚籽含有健康的omega-3脂肪酸、多不饱和脂肪酸、膳食纤维、蛋白质、维生素和某些矿物质。经常摄入奇亚籽可以降低血压水平，减少炎症指标，从而降低心血管风险。

来源: Knez Hrnčić et al., 2019; Ullah et al., 2015

烘焙食品中最常用的乳化剂，其作用如下：  
改善面包体积制作软一点的面包屑通过抑制或减缓淀粉的退化来延长烘焙产品的质地保质期

- ✓ 改善面包体积制作
- ✓ 使得面包更松软
- ✓ 通过抑制或减缓淀粉的退化来延长烘焙产品的质地与保质期

来源: Bakerpedia, 2022c

## 营养 & 轻食



### 奇亚籽多谷物饼干

- 每100克含有13.9克膳食纤维
- 每100克含钙300毫克
- 低GI
- 中国产品

**Ingredients:** Whole Wheat Flour (44%), Vegetable Oil, Egg, Maltitol, Cheese Flavouring Powder (Processed Cheese, Maltodextrin, Sugar, Whey Powder, Buttermilk, \*Flavouring, Salt, Silicon Dioxide, Paprika, Disodium Ribonucleotides), Oat Fiber, Anhydrous Milk Fat, \*Chia Seeds (3%), Oat Flour (1.8%), Buckwheat Flour (1.8%), \*Calcium Carbonate, Ammonium Bicarbonate, Sodium Bicarbonate Sodium, Salt, \*Flavouring.

由于各种在食品与烘焙产品中广泛应用，具有多种功能：

- ✓ 面团改良剂
- ✓ 发酵
- ✓ 酵母营养
- ✓ 增加营养价值

来源: Bakerpedia, 2022e



## 营养 & 轻食



### 顶丰全麦蛋糕

- 轻食代餐
- 不添加蔗糖
- 添加膳食纤维
- 每100g含9克蛋白质
- 中国产品

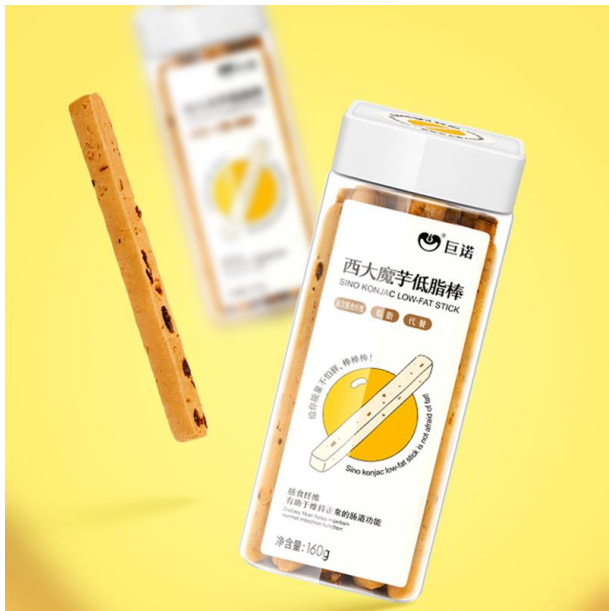
**Ingredients:** Eggs, Wheat Flour, **\*Trehalose**, Whole Wheat Flour, Edible Vegetable Oil, Milk Powder, Isomaltooligosaccharide, Wheat Bran Flour, Starch, Salt, Food Additives (Maltitol Powder, Sorbitol Liquid, **\*Isomaltulose**, Glycerin, Hydroxypropyl Distarch Phosphate, **\*Mono-, Diglycerol Fatty Acid Esters**, Disodium Dihydrogen Pyrophosphate, Sodium Bicarbonate, Xanthan Gum, Propylene Glycol, Potassium Stearate, Propylene Glycol Fatty Acid Esters, **\*Polyglycerol Fatty Acid Esters**, Phospholipids, Diphosphoric Acids Calcium Hydrogen, **\*Calcium Carbonate**, Glycerol Monostearate, Sorbitan Monostearate, Sucrose Fatty Acid Ester, Fumaric Acid, Sodium Dehydroacetate, Nisin, Edible Alcohol.

异麦芽酮糖是一种具有缓释特性的碳水化合物。与典型的糖类不同，它以一种更平衡和持续的方式传递碳水化合物能量，不会像一些碳水化合物一样快速地使血糖升到峰值。它可以取代其他糖或麦芽糊精，维持能量供应或达到降低血糖的效果。

来源: [isomaltulose.org](http://isomaltulose.org), 2021



## 营养 & 轻食



### 西大魔芋低脂棒

- 含有膳食纤维，有助维持正常肠道功能
- 代餐
- 中国产品

**Ingredients:** Wheat Flour, Egg Yolk, \*Inulin, \*Konjac Powder, Black Grape, Food Additives (Maltitol, Sorbitol, Xylitol, Ammonium Bicarbonate, Sodium Bicarbonate).

菊粉是一种膳食纤维，研究表明它对健康有益，比如改善消化系统健康，帮助控制糖尿病，帮助减肥。

来源: Abed et al., 2016; Shoaib et al., 2016

魔芋葡甘聚糖(KGM)是从魔芋块茎中分离出来的一种膳食纤维。它的热量极低，每100克只有5千卡。KGM可以降低葡萄糖、胆固醇、甘油三酯和血压的水平，并可以减肥。

来源: Devaraj et al., 2019

## 营养 & 轻食



### 芝洛洛慕斯蛋糕

- 由纯牛奶奶油制成
- 不添加植物奶油，因此产品不含反式脂肪酸。
- 用\*海藻糖和赤藓糖醇代替蔗糖产生甜味
- 中国产品





想要了解更多关于本市场趋势报告中的特色成分，以及如何为您的消费者创造更好的食品，请联系我们的食品和饮料情报(FBi)小组。

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