

Home Baking - UK - October 2012

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“The economic downturn may have kick started the revival of baking, as consumers started to prioritise home-based activities as part of their efforts to cut costs. However, it is clear from the enthusiasm of young, aspiring bakers that this has become much more than a means of economising. The finding that most bakers are keen to develop their culinary skills opens up real opportunities for brands to capitalise on.”

– Emma Clifford, Senior Food and Drink Analyst

In this report we answer the key questions:

- How is the health trend affecting the home baking market?
- What impact has high-profile media coverage had on the home baking market?
- To what extent is the economic downturn fuelling the home baking trend?
- How can brands more effectively target men and over-45s?

The market is defined by Mintel to cover the staple commodity products and additives used in home baking. The products included are as follows:

- prepacked flour (including bread mixes)
- sugar
- icing sugar
- chilled/frozen pastry
- suet
- baking spices, eg nutmeg, cinnamon
- other flavourings and colourings
- dried yeast and raising agents
- cake coverings and decorations
- cooking chocolate
- baking mixes (cake, bread, savoury and pastry).

Excluded

- sweet spreads and jams.

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