

Home Baking - UK - July 2014

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“As consumer spending rises, it is likely to become increasingly important for home baking companies to remind people of the benefits of baking in order to maintain consumer interest. Brands can leverage the relaxation associated with baking in their advertising campaigns, which is likely to resonate given that stress affects many people’s lives.”

– Emma Clifford, Senior Food Analyst

This report looks at the following areas:

- It will become increasingly important for companies to keep baking front of mind for consumers as the economy rebounds
- Companies which support health-conscious bakers are likely to reap rewards
- Targeted marketing campaigns can help to enhance the appeal of home baking among the older generation

The home baking bubble has finally burst after several years of impressive growth kick-started by the recession. Value growth slowed year on year in 2013 (driven solely by inflation), and is expected to go into decline in 2014. This downturn is supported by Mintel's consumer data which indicate that the proportion of Britons who bake has fallen between June 2013 and March 2014.

That this fall happened as a significant rise in consumer confidence was evident, against a backdrop of economic recovery, is unlikely to be complete coincidence. People tend to bake for enjoyment rather than as a means of saving money. However, baking faces growing competition from out-of-home leisure activities as people start to spend more freely and release pent-up demand for going out and having fun.

Arguably it is health concerns that have had the biggest impact on consumer demand. These have been heightened by the great deal of negative press attention sugar has received in the last year, this a main ingredient in many baked goods.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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