

## Baking and Dessert Mixes - US - August 2014

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“The US baking and dessert mixes category experienced flat sales in 2013 and 2014 at \$2.7 billion. Sales are forecast to remain flat in 2015 and decline to \$2.5 billion by 2019. Concerns about the health impact of eating too many baked goods are negatively impacting sales.”  
- Amy Kraushaar, US Category Manager, Food & Drink

### This report looks at the following areas:

- What consumer groups are most likely to use baking/dessert mixes?
- Can mix brands overcome perceptions of unhealthiness?
- How can mix brands compete with RTE, packaged brands?

Data from Mintel's custom online survey seems to contradict sluggish sales, reporting a higher likelihood for households with children to use some types of baking/dessert mixes and a wide variety of them. This indicates that brands must focus on families and the product attributes they perceive as important to slow down forecasted sales declines. This includes occasion-specific products, natural and premium ingredients, reduced fat/sugar/calories, and a number of different recipes provided on packaging. This report features analysis of these factors, as well as examination of the following:

- The competitive threat represented by packaged baked good/dessert brands and baking from scratch
- Why pancake and other mixes manage growth as all other segments decline
- Company and brand analysis and why the three leading companies are all declining
- Analysis of consumer behaviors and attitudes toward baking/dessert mixes, including usage compared to a year ago, reasons for using/buying, important purchase factors, and reasons for not using baking/dessert mixes.

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Insight: BFY versions will help overcome unhealthy perceptions

How can mix brands compete with RTE, packaged brands?

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Theme: Brands use social media to foster community of home bakers

Brand example: Betty Crocker

Brand example: Duncan Hines

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Brand example: Pillsbury

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