

## Cakes and Cake Bars - UK - March 2017

Report Price: £1995.00 | \$2478.79 | €2334.35

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“The market has remained resilient amidst the sugar debate; however, sugar reductions are now expected by the government. While there is some openness towards low-sugar cakes, many put taste ahead of healthiness in this market. Smaller formats remain a key avenue to explore as they are widely seen as a good alternative to cutting sugar content.”

**Anita Winther, Research Analyst**

This report looks at the following areas:

- **Taste trumps healthiness for most cake users, marked openness to portion control**
- **Scope for cakes to harness 'positive nutrition' given interest from users**
- **Self-treating fuels cake purchases but is rarely seen in marketing**

This Report examines the UK retail market for cakes and cake bars. The market size includes sales through all retail channels including direct to consumer. Mintel defines the market as comprising packaged (wrapped) cakes which are kept at ambient temperatures. Sales of cakes from in-store bakeries are only included where they carry a barcode.

The market can be broadly segmented into small cakes/cake bars/special-occasion cakes and large cakes.

'Small cakes and cake bars' include wrapped individual cakes either sold singly, or as multipacks or assortments, as well as seasonal and occasion cakes. These include cake bars, slices, pies, tarts and mini cakes. 'Large cakes' include wrapped cakes intended for sharing, Swiss roll, whole cakes, slabs and loaves.

The Report excludes unpackaged (unwrapped) products, frozen cakes/pastries, chilled desserts such as fruit sorbets and cheesecakes, cake mixes or baking ingredients and biscuits such as rusks and gingerbread. It also excludes sales via catering or foodservice establishments ie those sold in cafés, restaurants etc, however, references and comparisons to these sectors may be made where relevant.

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Self-treating fuels cake purchases but is rarely seen in marketing

The facts

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## The Market – What You Need to Know

Value growth despite war on sugar

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Cakes are widely chosen as a snack  
 Sizeable interest in low-sugar cakes  
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