

Baking and Dessert Mixes - US - August 2013

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“Some 48% of category participants say they use baking and dessert mixes in order to save time. In addition to comparing these mixes to products baked from scratch, highlighting the convenience of having products on-hand for preparation that requires little thought should appeal to time-conscious shoppers looking for an easy food solution.”

– Beth Bloom, Food and Drink Analyst

This report looks at the following areas:

- How should the category address the topic of health?
- How can the category compete with prepared offerings?
- How can the category encourage product trial?

Mintel estimates sales of baking and dessert mixes will reach \$2.4 billion in 2013, an increase of 2.2% from the previous year, and 6% since 2008. The strongest growth in the category was seen immediately following the start of the recession, as consumers cut costs by preparing food at home. A stabilizing economy has slowed growth. The expansion of convenient, prepared offerings at retail and in foodservice, combined with an interest in healthy eating, also make for a challenging marketplace.

Following strong recessionary performance, category players have cut back on product launches in the years that followed. The nature of launches has changed as well, with companies boosting packaging innovation and relaunching proven products, rather than developing new products. [General Mills](#) commanded 34.1% of category sales in the 52 weeks ending May 19, 2013. The company was responsible for the highest percentage of new product launches from the 2008-13 measurement period, a sign of the important role of innovation in a competitive marketplace.

Future growth will rely on continued product development that keeps the category fresh and relevant to consumers. Expanding offerings that tap into the desire for convenient and affordable snack options will be one way of doing this, appealing to consumer desire for high quality, customizable indulgences will be another.

This report builds on the analysis presented in Mintel's *Home Baking—U.S., January 2012*; *Baking and Dessert Mixes—U.S., January 2011*, as well as the same titles in March 2007 and June 2005.

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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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Table of Contents

Scope and Themes

What you need to know
Definition
Data sources
Sales data
Consumer survey data
Advertising creative
Abbreviations and terms
Abbreviations

Executive Summary

The market

Baking and dessert mixes post slow growth

Figure 1: Total market sales and fan chart forecast of baking and dessert mixes, at current prices, 2008-18

Market segmentation

Cake/pie and "other" mixes show strong recent growth

Figure 2: Total U.S. retail sales of baking and dessert mixes, by segment, at current prices, 2011 and 2013

Leading companies

Category leaders experience little movement

Figure 3: MULO sales of baking and dessert mixes, by leading companies, rolling 52 weeks 2012 and 2013

Innovation

Product launches down from recessionary high

Figure 4: Baking and dessert mix launches, by launch type, 2008-12*

The consumer

Mixes appeal to novice bakers

Figure 5: Any use of baking and dessert mixes, by age, June 2013

Time savings leads reason for use

Figure 6: Top five reasons for use, June 2013

Low price important, but consumers also value name brands

Figure 7: Top five important attributes, June 2013

What we think

Issues and Insights

How should the category address the topic of health?

Insight: Keeping healthy products available will be key, even in an indulgent category.

How can the category compete with prepared offerings?

Insight: Put the consumer in control.

How can the category encourage product trial?

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Insight: Focus on time savings, affordability, and familiarity.

Trend Applications

Trend: Make it Mine

Market Size and Forecast

Key points

Baking and dessert mixes experience slow growth

Sales of baking and dessert mixes

Figure 8: Total U.S. retail sales of baking and dessert mixes, at current prices, 2008-18

Figure 9: Total U.S. retail sales of baking and dessert mixes, at inflation-adjusted prices, 2008-18

Fan chart forecast

Figure 10: Total market sales and fan chart forecast of baking and dessert mixes, at current prices, 2008-18

Competitive Context

Key points

Consumers reduce baked goods consumption

Figure 11: Change in use/behavior, June 2013

Baking and dessert mixes can promote ways category stands apart from related offerings

Partnering with foodservice outlets could grow home audience

Segment Performance

Cake/pie and "other" mixes show strong recent growth

Sales of baking and dessert mixes, by segment

Figure 12: Total U.S. retail sales of baking and dessert mixes, by segment, at current prices, 2011 and 2013

Cake/pie mix sales grow 15% to reach \$689 million in 2013

Figure 13: Reasons for use, by any baking and dessert mix use, June 2013

Figure 14: Reasons for use, by any baking and dessert mix use, June 2013

Sales of cake/pie mixes

Figure 15: Total U.S. retail sales and forecast of cake/pie mixes, at current prices, 2008-18

Pudding/gelatin mix sales fall 5% from 2008-13

Sales of pudding/gelatin mixes

Figure 16: Total U.S. retail sales and forecast of pudding/gelatin mixes, at current prices, 2008-18

Brownie mix sales fall 5% from 2008-13

Sales of brownie mixes

Figure 17: Total U.S. retail sales and forecast of brownie mixes, at current prices, 2008-18

Bread/muffin mix sales increase by 2% to reach \$401 million in 2013

Figure 18: Bread, January 2012-March 2013

Figure 19: Types of bread eaten, January 2012-March 2013

Sales of bread/muffin mixes

Figure 20: Total U.S. retail sales and forecast of bread/muffin mixes, at current prices, 2008-18

"Other" mixes experience 24% sales growth from 2008-13

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Sales of other mixes

Figure 21: Total U.S. retail sales and forecast of other mixes, at current prices, 2008-18

Retail Channels

Key points

Supermarkets dominate category sales, "other" channels gain

Retailers can benefit from sales/specials and presenting reliable products

Sales of baking and dessert mixes, by channel

Figure 22: Total U.S. retail sales of baking and dessert mixes, by channel, at current prices, 2011-13

Gluten free drives strong natural channel growth

Sales of baking mixes in the natural channel

Figure 23: Natural supermarket sales of baking mixes, at current prices, 2011-13*

Figure 24: Natural supermarket sales of baking mixes, at inflation-adjusted prices, 2011-13*

Brands of note

Natural channel sales of baking mixes, by organic

Figure 25: Natural supermarket sales of baking mixes, by organic, 2010 and 2012*

Natural channel sales of baking mixes, by gluten free

Figure 26: Natural supermarket sales of baking mixes, by gluten free, 2011 and 2013*

Leading Companies and Brands

Key points

Four leading companies comprise 76.2% of category sales

General Mills finds success in product innovation

Jell-O represents the bulk of Kraft sales in the category

Smucker range contributes to strongest sales growth in 2013

Pinnacle struggles with brownie mixes, innovates with frosting

Private label has weak showing in category

Manufacturer sales of baking and dessert mixes

Figure 27: MULO sales of baking and dessert mixes, by leading companies, rolling 52 weeks 2012 and 2013

Betty Crocker leads cake mix use and familiarity

Figure 28: Dry cake mix (not cake flour) brands used, January 2012-March 2013

MULO sales of cake and pie mixes

Figure 29: MULO sales of cake and pie mixes, by leading companies, rolling 52 weeks 2012 and 2013

Kraft dominates pudding and gelatin segment

Figure 30: Flavored gelatin desserts brands used, January 2012-March 2013

MULO sales of pudding and gelatin mixes

Figure 31: MULO sales of pudding and gelatin mixes, by leading companies, rolling 52 weeks 2012 and 2013

Brownie segment is a closer race

Figure 32: Dry brownie mix brands used, January 2012-March 2013

MULO sales of brownie mixes

Figure 33: MULO sales of brownie mixes, by leading companies, rolling 52 weeks 2012 and 2013

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Little movement among bread and muffin mix leaders

MULO sales of bread and muffin mixes

Figure 34: MULO sales of bread and muffin mixes, by leading companies, rolling 52 weeks 2012 and 2013

Premium gives a boost to "other" mixes

Figure 35: Other baking mixes including bread mixes, January 2012-March 2013

MULO sales of other mixes

Figure 36: MULO sales of other mixes, by leading companies, rolling 52 weeks 2012 and 2013

Innovations and Innovators

Product launches down from recessionary high

Figure 37: Baking and dessert mix launches, by launch type, 2008-12*

Packaging and allergen claims outpace general health

Figure 38: Baking and dessert mix launches, by top 10 claims, 2008-12*

Boosting health positioning

Make it simple

Convenient packaging

Familiarity through cross-branding

Celebrity endorsement

Other recognizable brands

Bring foodservice home

Innovative formats

Trends

Frosting/filling

Ethnic-inspired

Thinking seasonal without a holiday

Classic brands

Marketing Strategies

Overview of brand landscape

Brand analysis: Betty Crocker

Figure 39: Brand analysis of Betty Crocker, 2013

Online initiatives

TV presence

Figure 40: Betty Crocker TV ad, "Holiday Cookies," 2012

Print and other

Brand analysis: Bisquick

Figure 41: Brand analysis of Bisquick, 2013

Online initiatives

TV presence

Figure 42: Bisquick TV ad, "Start Unleash," 2012

Figure 43: Bisquick TV ad, "Start Unleash (Basket)," 2013

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Print and other

Brand analysis: Pillsbury

Figure 44: Brand analysis of Pillsbury, 2013

Online initiatives

TV presence

Figure 45: Pillsbury TV ad, "That Time," 2012

Figure 46: Pillsbury TV ad, "No Official Fun Day," 2012

Print and other

Social Media

Key points

Social media metrics

Figure 47: Key performance indicators, July 2013

Market overview

Brand usage and awareness

Figure 48: Brand usage and awareness of baking and dessert brands, June 2013

Interaction with baking and dessert brands

Figure 49: Interaction with selected baking and dessert brands, June 2013

Online conversations

Figure 50: Online conversations on selected baking and dessert brands, by day, June 5-July 4, 2013

Where are people talking about baking and dessert brands?

Figure 51: Online conversations on selected baking and dessert brands, by page type, June 5-July 4, 2013

What are people talking about?

Figure 52: Types of conversations around selected baking and dessert brands, by day, June 5-July 4, 2013

Analysis by brand

Jell-O

Figure 53: Jell-O—key social media indicators, July 2013

Key online campaigns

What we think

Bisquick

Figure 54: Bisquick—key social media indicators, July 2013

Key online campaigns

What we think

Betty Crocker

Figure 55: Betty Crocker—key social media indicators, July 2013

Key online campaigns

What we think

Duncan Hines

Figure 56: Duncan Hines—key social media indicators, July 2013

Key online campaigns

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What we think

Pillsbury Moist Supreme

Figure 57: Pillsbury Moist Supreme—key social media indicators, July 2013

Key online campaigns

What we think

Jiffy

Figure 58: Jiffy—key social media indicators, July 2013

What we think

Use of Baking and Dessert Mixes

Key points

82% of consumers use some kind of baking mix

One third of consumers use products at least once a week

Figure 59: Baking and dessert mixes, by usage frequency*, June 2013

Women are more likely to use mixes than are men

Figure 60: Any use of baking and dessert mixes, by gender, June 2013

Mixes appeal to novice bakers

Figure 61: Any use of baking and dessert mixes, by age, June 2013

High-income earners likely buying prepared items

Figure 62: Any use of baking and dessert mixes, by household income, June 2013

HHs with children more likely to use mixes

Figure 63: Leisure activities/hobbies, by gender, October 2011-November 2012

Figure 64: Leisure activities/hobbies, by age, January 2012-March 2013

Figure 65: Any use of baking and dessert mixes, by presence of children in household, June 2013

Reasons for Use

Key points

Women are interested in time savings

Figure 66: Reasons for use, by gender, June 2013

Younger consumers enjoy the taste of baking and dessert mixes

Figure 67: Reasons for use, by age, June 2013

Lower-income earners see category as money saver

Figure 68: Reasons for use, by household income, June 2013

Reasons for Not Using Baking and Dessert Mixes

Key points

Lack of health/convenience leading deterrents

Figure 69: Reasons for not using baking and dessert mixes, by gender, June 2013

Oldest consumers most interested in health, convenience

Figure 70: Reasons for not using baking and dessert mixes, by age, June 2013

Higher-income HHs most interested in health

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Figure 71: Reasons for not using baking and dessert mixes, by household income, June 2013

Important Attributes

Key points

Low price leads purchase decision, trumps health

Consumers prioritize affordability...

...but show strong interest in name brands

Promoting added health, rather than low-in claims should appeal to shoppers

Figure 72: Important attributes, by gender, June 2013

Older consumers interested in health

Figure 73: Important attributes, by age, June 2013

Purchase Decision

Key points

Familiarity rules

Figure 74: Purchase decision, by gender, June 2013

Young consumers look for recommendations

Figure 75: Purchase decision, by age, June 2013

Lower-income earners are price sensitive

Figure 76: Purchase decision, by household income, June 2013

High volume users interested in health, variety, options

Figure 77: Purchase decision, by repertoire of usage of baking and dessert mixes, June 2013

Consumers want reassurance

Figure 78: Purchase decision, by reasons for use, June 2013

Impact of Race and Hispanic Origin

Key points

Blacks and Hispanics overindex in use

Figure 79: Any use of baking and dessert mixes, by race/Hispanic origin, June 2013

Blacks and Hispanics use products for special occasions

Figure 80: Reasons for use, by race/Hispanic origin, June 2013

Low price rules across all consumer groups, Asians prioritize health

Figure 81: Any important attributes, by race/Hispanic origin, June 2013

Black shoppers are price and brand conscious, Asians interested in health

Figure 82: Purchase decision, by race/Hispanic origin, June 2013

Asian consumers prefer prepared products

Figure 83: Reasons for not using baking and dessert mixes, by race/Hispanic origin, June 2013

Key Household Purchase Measures – Information Resources Inc. Builders Panel Data

Overview of baking mixes

Cake/cupcake/pie mixes

Consumer insights on key purchase measures – cake/cupcake/pie mixes

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Brand map

Figure 84: Brand map, selected brands of cake/cupcake/pie mixes buying rate, by household penetration, 2012*

Brand leader characteristics

Key purchase measures

Figure 85: Key purchase measures for the top brands of cake/cupcake/pie mixes, by household penetration, 2012*

Muffin mixes

Consumer insights on key purchase measures – muffin mixes

Brand map

Figure 86: Brand map, selected brands of muffin mixes, by household penetration, 2012*

Brand leader characteristics

Key purchase measures

Figure 87: Key purchase measures for the top brands of muffin mixes, by household penetration, 2012*

Brownie mixes

Consumer insights on key purchase measures – brownie mixes

Brand map

Figure 88: Brand map, selected brands of brownie mixes buying rate, by household penetration, 2012*

Brand leader characteristics

Key purchase measures

Figure 89: Key purchase measures for the top brands of brownie mixes, by household penetration, 2012*

Appendix – Market Drivers

Consumer confidence

Figure 90: University of Michigan's index of consumer sentiment (ICS), 2007-13

Unemployment

Figure 91: U.S. unemployment rate, by month, 2002-13

Figure 92: U.S. unemployment and underemployment rates, 2007-13

Figure 93: Number of employed civilians in U.S., in thousands, 2007-13

Food cost pressures

Figure 94: Changes in USDA Food Price Indexes, 2011 through June 25, 2013

Obesity

Figure 95: American adults by weight category as determined by body mass index (BMI), 2008-June 20, 2013

Childhood and teen obesity—highest in decades

Figure 96: Prevalence of obesity among children and adolescents aged 2-19, 1971-2010

Racial, ethnic population growth

Figure 97: U.S. population by race and Hispanic origin, 2008, 2013, and 2018

Figure 98: Households with children, by race and Hispanic origin of householder, 2012

Shifting U.S. demographics

Figure 99: U.S. population, by age, 2008-18

Figure 100: U.S. households, by presence of own children, 2002-12

Appendix – Other Useful Consumer Tables

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Use of mixes

Figure 101: Use of baking and dessert mixes, by demographics, June 2013

Reasons for use

Figure 102: Reasons for use, by presence of children in household, June 2013

Purchase decision

Figure 103: Purchase decision, by reasons for use, June 2013

Figure 104: Purchase decision, by any baking and dessert mix use, June 2013

Figure 105: Purchase decision, by any baking and dessert mix use, June 2013

Important attributes

Figure 106: Important attributes, June 2013

Figure 107: Any important attributes, by household income, June 2013

Figure 108: Any important attributes, by repertoire of usage of baking and dessert mixes, June 2013

Figure 109: Any important attributes, by presence of children in household, June 2013

Figure 110: Any Important Attributes, by any baking and dessert mix use, June 2013

Figure 111: Any Important Attributes, by any baking and dessert mix use, June 2013

Appendix – Social Media

Online conversations

Figure 112: Online conversations on selected baking and dessert brands, by day, June 5-July 4, 2013

Figure 113: Online conversations on selected baking and dessert brands, by page type, June 5-July 4, 2013

Figure 114: Types of conversations around selected baking and dessert brands, June 5-July 4, 2013

Figure 115: Types of conversations around selected baking and dessert brands, by day, June 5-July 4, 2013

Brand usage or awareness

Figure 116: Brand usage or awareness, June 2013

Figure 117: Jell-O usage or awareness, by demographics, June 2013

Figure 118: Duncan Hines moist deluxe usage or awareness, by demographics, June 2013

Figure 119: Betty Crocker usage or awareness, by demographics, June 2013

Figure 120: Jiffy usage or awareness, by demographics, June 2013

Figure 121: Bisquick usage or awareness, by demographics, June 2013

Figure 122: Pillsbury moist supreme usage or awareness, by demographics, June 2013

Activities done

Figure 123: Activities done, June 2013

Figure 124: Jell-O – Activities done, by demographics, June 2013

Figure 125: Duncan Hines moist deluxe – Activities done, by demographics, June 2013

Figure 126: Betty Crocker – Activities done, by demographics, June 2013

Figure 127: Jiffy – Activities done, by demographics, June 2013

Figure 128: Bisquick – Activities done, by demographics, June 2013

Figure 129: Pillsbury moist supreme – Activities done, by demographics, June 2013

Appendix – Information Resources Inc. Builders Panel Data Definitions

Information Resources Inc. Consumer Network Metrics

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