Baking and Dessert Mixes - US - August 2013

Report Price: £2466.89 | $3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"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.

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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Appendix – Trade Associations