

Home Baking - UK - August 2013

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“Home baking brands can target older shoppers more effectively by leveraging the transparency, ‘purity’ and naturalness of baking from scratch in their marketing campaigns amid the heightened concerns held among the older generation concerning the artificial additives and ingredients in shop-bought prepared food.”

– Emma Clifford. Senior Food Analyst

This report looks at the following areas:

- How can brands leverage their baking expertise to curtail own-label's growth?
- What steps can brands fully capitalise on young consumers' enthusiasm for baking?
- What marketing messages can help home baking brands increase engagement among the older generation?
- How can baking mixes continue to inspire home bakers?

The home baking market has seen strong growth in recent years. While a recession-inspired sense of frugality may have re-ignited interest in home baking, enjoyment is the number one factor spurring bakers into the kitchen, which bodes well for the longevity of the market.

The annual rate of growth in the home baking market is expected to slow in 2013, following the ‘summer of celebration’ of 2012 which prompted high levels of baking.

In the supermarkets, brands are facing increasing competition from own-label, with both Sainsbury's and Waitrose significantly expanding their home baking ranges in 2013. This has seen brands increasingly look to differentiate themselves in terms of the quality and the diversity of their product ranges.

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