

## Prepared Cakes and Pies - US - June 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Higher-quality ingredients and new flavors can help consumers indulge in prepared cakes and pies. Positive perceptions of private label products, which represent the largest share of the market, will increase competition, but also create opportunities for brands to differentiate with offerings that consumers are willing to pay more for.”

– Amanda Topper, Food Analyst

## This report looks at the following areas:

- Are consumers still willing to indulge with cakes and pies?
- How can product offerings be improved?
- What effect will private label offerings have on the category?

The prepared cakes and pies category grew from 2009-14, boosted by interest in the category during the economic recession, as well as the period surrounding the Hostess Brands bankruptcy in 2012. The category proved it could withstand hard economic times as an affordable indulgence. Despite a general trend toward healthier eating in the US, the category continues to grow. In general, consumers agree cakes and pies should only be eaten in moderation; however, many view the category positively in terms of taste and quality. Looking ahead, category growth will rely on manufacturers' ability to meet consumer demands for better ingredients, great taste, and portability. Increased snacking and greater retail availability will also benefit the category.

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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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#### Issues

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Insight: Focus on flavors, ingredients, and format

What effect will private label offerings have on the category?

## Issues

Insight: Private label will increase competition for price, differentiation

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## Brand Share – Shelf-Stable Cakes and Pies

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