

## Cakes and Cake Bars - UK - March 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Opportunities are ripe for operators to explore healthier formulations, with significant unmet demand for such products. In this context, superfood ingredients –including ancient grains, coconut oil and vegetables – can play an important role, tapping the current focus on ‘positive nutrition’.

– Emma Clifford, Senior Food Analyst

This report looks at the following areas:

- Scope to build on morning consumption through breakfast products
- Cakes boasting superfoods can capitalise on interest in ‘positive nutrition’
- Encouraging at-home personalisation can boost gifting

Despite their inherently high sugar content, cakes have escaped being a casualty of the ongoing war on sugar. Growth reached its highest rate in 2015 since at least 2011 at 2.5%, seeing the value of the cake market reach £1,221 million. This is thanks to the widespread view that unhealthy treats are an acceptable part of a balanced diet, with moderation the key aspiration.

The value of the market is forecast to increase by 8% over 2015-20 to reach £1,313 million. Premiumisation, bolstered by the rise in real incomes, will be a key driver behind this value growth. Added value opportunities also come from healthier formulations, for example through the incorporation of superfoods, and from more exciting and unusual flavour NPD.

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Scope to build on morning consumption

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Fresh cakes are most appealing as gifts

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