

Baking and Dessert Mixes - US - February 2018

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The market for baking and dessert mixes is a large one, valued at nearly \$4 billion. However, it continues to shrink, following a pattern that has endured for much of the past decade. That lack of growth is not necessarily the result of consumer dissatisfaction, but it is resulting more from a consumer interest in options that are even more convenient and easy – namely, options from stand-alone and in-store bakeries.

This report looks at the following areas:

- Shrinking household size affecting one of the category's key demographics: families
- Weak category penetration and frequency
- Even users are using mixes less than a year ago
- Familiarity proves a notable influence

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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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