

## Cakes, Cake Bars and Sweet Baked Goods - UK - March 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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



“While lower sugar is the key attribute seen to denote healthier cakes/sweet baked goods, companies reformulating products will need to reassure consumers that the taste and indulgent aspects will remain unaffected.

That many people find shop-bought cakes too sweet however suggests opportunities for new products with inherently lower-sugar recipes.”

– Alice Baker, Research Analyst

This report looks at the following areas:

- Focus on naturalness of ingredients is needed
- Opportunities for expansion in lower-sugar and less sweet cakes
- Intense competition makes regular innovation imperative

Estimated at £2.3 billion in 2018, the UK cakes, cake bars and sweet baked goods retail market grew by 7.4% over 2013-18. Public health concerns and the ageing UK population will impede volume sales, but with continued inflation value sales in the market are projected to rise by 5.5% to reach £2.3 billion by 2023.

Cakes, cake bars and sweet baked goods enjoy high penetration, eaten by 93% of UK adults, but are an occasional treat for most people. Premium products are, however, well placed to succeed through pushing a 'quality over quantity' message.

Lower sugar is the key attribute seen to signal healthier status but companies will need to reassure the public on reformulated products' taste. Consumer opinions are divided on packaging, with 40% of users/buyers put off by the amount of packaging on individual cakes, but with similar numbers prioritising preserving freshness and portability.

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](https://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[reports@mintel.com](mailto:reports@mintel.com)

### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

# Cakes, Cake Bars and Sweet Baked Goods - UK - March 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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

## Table of Contents

### Overview

What you need to know  
 Products covered in this Report

### Executive Summary

The market

Inflation and uplift in cake volume sales spur market growth in 2018

Further inflation and weak volume sales predicted for 2018-23

Figure 1: UK retail value sales of cakes, cake bars and sweet baked goods, 2013-23

Cakes perform better than sweet baked goods in 2018

War on sugar continues

Rise in home baking threatens category sales

Companies and brands

Mr Kipling regains ground and own-label extends its lead

Figure 2: Leading brands' sales in the UK cakes and cake bars market, by value, 2017/18\*

Own-label leads on launch activity in 2018

More crossover brands enter the market

Advertising spend rises in 2018

The consumer

Nine in 10 adults eat cakes, cake bars or sweet baked goods

Figure 3: Usage of cakes, cake bars and sweet baked goods, by type, December 2018

Lower sugar is the key attribute to denote healthier status

Figure 4: Factors deemed to make cakes/sweet baked goods healthier, December 2018

Freshly baked is the top attribute people would pay more for

Figure 5: Attributes seen as worth paying more for in cakes, cake bars and sweet baked goods, December 2018

Opportunities for premium products

Figure 6: Behaviours relating to cakes, cake bars and sweet baked goods, December 2018

Short ingredients lists are widely preferred over long ones

Consumer opinions are divided on packaging use

Figure 7: Attitudes towards cakes, cake bars and sweet baked goods, December 2018

What we think

### Issues and Insights

Focus on naturalness of ingredients is needed

The facts

The implications

Opportunities for expansion in lower-sugar and less sweet cakes

The facts

**BUY THIS  
 REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Cakes, Cake Bars and Sweet Baked Goods - UK - March 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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

## The implications

Intense competition makes regular innovation imperative

## The facts

The implications

## The Market – What You Need to Know

Inflation and uplift in cake volume sales spur market growth in 2018

Further inflation and weak volume sales predicted for 2018-23

Cakes perform better than sweet baked goods in 2018

War on sugar continues

Rise in home baking threatens category sales

## Market Size and Forecast

Inflation drives category growth in 2018

Rising ingredients costs and premiumisation trend drive up value sales in 2018

Figure 8: UK retail value sales of cakes, cake bars and sweet baked goods, 2013-23

Figure 9: UK retail value sales of cakes, cake bars and sweet baked goods, 2013-23

Inflation and weak underlying volume sales predicted for 2018-23

Health trend and ageing population to hinder volume sales

Inflation to mask weak underlying volume sales

Forecast methodology

## Market Segmentation

Cakes perform better than sweet baked goods in 2018

Figure 10: UK retail value sales of cakes, cake bars and sweet baked goods, by major segment, 2013-18

Small cakes outperform large ones in 2018

Figure 11: UK retail value sales of cakes, cake bars and sweet baked goods, by segment, 2017 and 2018

Celebration cakes lose out to occasion cakes and puddings

Mixed results in sweet baked goods sales

Traditional British products lose out to international foods trend

Figure 12: Total UK retail sales of pre-packed sweet baked goods, by type, 2017 and 2018

Malt loaf gains from PHE endorsement

## Market Drivers

War on sugar continues

Manufacturers are tasked with cutting sugar

PHE report finds mixed results in retailers' progress on sugar reduction

Calls grow for stronger action to be taken against the food industry

New Change4Life snacking campaign offers a challenge and an opportunity

Figure 13: Soreen Twitter advert promoting its Change4Life endorsement, later retweeted by Change4Life, January 2019

Opportunities for lower-calorie products

Cakes and sweet baked goods makers face particular challenges in reducing sugar

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Cakes, Cake Bars and Sweet Baked Goods - UK - March 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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

Progress made on sugar reduction technologies

Weather extremes of 2018 drive up ingredients prices

Changes in the UK population could have divergent effects

Ageing population offers little support for cakes and sweet baked goods

Growth in child population set to slow down

Figure 14: Trends in the age structure of the UK population (0-15 year olds), by age, 2013-23

Parents under pressure to reduce their children's sugar intake

Cakes and sweet baked goods face stiff competition

A third of users are baking more at home than previously

Improved household incomes give opportunities for premium products...

Figure 15: CPI vs average weekly earnings, 2013-18

...but could lead to products losing out as more people eat out

Uncertainties surround consumer finances post-Brexit

Pressure grows on the food industry to reduce packaging waste

## Companies and Brands – What You Need to Know

Mr Kipling regains ground and own-label extends its lead

Own-label leads on launch activity in 2018

More crossover brands enter the market

Advertising spend rises in 2018

## Market Share

Mr Kipling regains ground in 2018

Figure 16: Leading brands' sales and share in the UK retail cakes and cake bars market, by value, 2015/16-2017/18

Figure 17: Leading brand owners' sales and share in the UK retail cakes and cake bars market, by value, 2015/16-2017/18

Strong NPD activity boosts own-label cakes

Premiumisation trend benefits own-label at the expense of brands

Mary Berry's star power boosts cakes in her name

Figure 18: Example of Mary Berry cakes range, 2019

Soreen's healthy image boosts sales

Own-label continues to dominate sweet baked goods sales

Figure 19: Leading brands' sales and share in the UK retail sweet baked goods market, by value, 2015/16-2017/18

Focus on heritage boosts Sheldon's

Genius benefits from growth in the free-from category

## Start-ups and Disruptors Case Studies – The Protein Bakery

Company overview

What is it?

Founded

Company mission statement

Founders Story

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Cakes, Cake Bars and Sweet Baked Goods - UK - March 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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

Mintel analyst view

Mintel Trends

Why it could succeed

Why it could fail

The verdict

Product information

Figure 20: The Protein Bakery, Date year

Media profile

Social media metrics

Figure 21: Social media metrics for The Protein Bakery as of January 2019

The brand's view

Sources of funding and support

Target audience

What consumer needs does the range meet?

Product stockists

Looking to the future

## Start-ups and Disruptors Case Study – The Sweet Reason Company

Company overview

What is it?

Founded

Company mission statement

Founder's story

Mintel analyst View

Mintel Trends

Why it could succeed

Why it could fail

The verdict

Product information

Media profile

Social media metrics

Figure 22: Social media metrics for Company as of March 2019

The brand's view

Sources of funding and support

Target audience

What consumer needs does the range meet?

Product stockists

Looking to the future

## Launch Activity and Innovation

Own-label leads on launch activity in 2018

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

## Cakes, Cake Bars and Sweet Baked Goods - UK - March 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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

Figure 23: New product launches in the UK cakes, pastries and sweet goods market, by top 10 companies (sorted by 2018), 2014-18

### Retailers push the envelope on visual spectacle...

Figure 24: Tesco Easter cake, 2018

Figure 25: M&S Facebook advert for its Santa's Rooftop Chocolate & Caramel Yule Log, 2018

### ...and continue with hot cross bun flavour innovation

Figure 26: Examples of hot cross buns in unusual flavours, 2018

### Mr Kipling draws inspiration from children's books and characters

Figure 27: Mr Kipling's cake slices featuring mythical creatures, 2018-19

### Further activity in bite-size formats

#### Retailers target parties with seasonal cake bites

Figure 28: Examples of bitesize cakes with seasonal positioning, 2018

#### Krispy Kreme unveils doughnut bites

Figure 29: Krispy Kreme advert for its doughnut bites, 2019

### More crossover brands enter the cakes category

#### Chocolate and biscuit brand extensions blur the boundaries between products

Figure 30: Examples of cake bars from chocolate/biscuit brands, 2018

#### Mars goes for colour appeal with Skittles rainbow cake

Figure 31: Skittles Rainbow Party Cake, 2019

#### Weetabix muffins should benefit from brand's healthy image

Figure 32: Example of Weetabix Breakfast Muffins range, 2018

#### Baileys makes further play for Christmas with chocolate yule log

#### PizzaExpress launches sweet dough balls for Christmas

Figure 33: PizzaExpress extends into sweet baked goods, 2018

### Brands and retailers take inspiration from foodservice trends

#### Leading and niche brands draw on coffee shop flavour trends

Figure 34: Cake launches with coffee shop-inspired flavours, 2018

#### Retailers tap the South American trend with churros

Figure 35: Examples of own-label churros launches, 2018

### Seasonal products target a more varied range of occasions

Figure 36: New product launches in the UK cakes, pastries and sweet goods market, by top 20 claims (sorted by 2018), 2014-18

### Leading brands target new users and occasions with Christmas launches

#### Own-label leads on Halloween-themed activity

Figure 37: Examples of Halloween-themed seasonal cakes launches, 2018

#### Cadbury and Co-op target Halloween with pumpkin flavours

Figure 38: Examples of Halloween-themed seasonal cakes with pumpkin flavours, 2018

#### Cadbury also targets Bonfire Night

Figure 39: Example of Bonfire Night-themed seasonal cake launch, 2018

### Strong activity in seasonal free-from cakes

Figure 40: Examples of free-from seasonal cakes/sweet baked goods launches, 2018

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

## Cakes, Cake Bars and Sweet Baked Goods - UK - March 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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

### Brands and retailers target Valentine's Day 2019

Figure 41: Examples of Valentine's-themed seasonal cakes launches, 2018

### Rise in gluten-free launches

#### Specialist brand makes functional digestive health claim

Figure 42: Example of gluten-free cake with functional health claim, 2018

### Rise in children's launches, but little real innovation

#### Soreen expands Lunchbox Loaves range

Figure 43: Example of Soreen Lunchbox Loaves range, 2018

### Vegan claims remain niche

Figure 44: Examples of vegan cake launches, 2018

### Alternative Foods launches vegan cakes with aquafaba

#### Retailers introduce vegan items into their in-store bakeries

Figure 45: Examples of vegan sweet baked goods, 2018-19

### L/N/R sugar claims remain rare

#### Multiple claims used to build all-round healthy positioning

#### Organic brand explores sugar alternatives

Figure 46: Examples of L/N/R sugar cakes launches, 2018

## Advertising and Marketing Activity

### Advertising spend rises slightly in 2018

Figure 47: Total above-the-line, online display and direct mail advertising expenditure on cakes, cake bars and sweet baked goods, 2015-18

### Supermarkets continue to dominate advertising

#### Waitrose leads on advertising in 2018

#### Asda supports its mince pies

#### General Mills pushes permissibility in Fibre One adverts

#### Premier Foods focuses on Mr Kipling

#### TV advert emphasises the importance of kindness

#### Mr Kipling teams up with parent bloggers on Christmas campaign

#### Cake design competition adds interactive element

#### Selected other campaigns

#### Soreen builds associations with active lifestyles with cycling campaign

#### Bonne Maman madeleines portrayed as ideal for relaxing moments

#### Iceland pushes palm oil issue into public consciousness with Christmas TV advert

#### Nielsen Ad Intel coverage

## The Consumer – What You Need to Know

### Nine in 10 adults eat cakes, cake bars or sweet baked goods

### Lower sugar is the key attribute to denote healthier status

### Freshly baked is the top attribute people would pay more for

### Opportunities for premium products

### Short ingredients lists are widely preferred over long ones

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Cakes, Cake Bars and Sweet Baked Goods - UK - March 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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

Consumer opinions are divided on packaging use

## Types of Cakes, Cake Bars and Sweet Baked Goods Eaten

Nine in 10 adults eat cakes or sweet baked goods

Figure 48: Usage of cakes, cake bars and sweet baked goods, December 2018

Under-35s and families are the key users of cakes and sweet baked goods

Small individual cakes and cake bars have the highest usage

Figure 49: Types of cakes, cake bars and sweet baked goods eaten, December 2018

Youth bias is more pronounced for some products than others

Seven in 10 adults eat five or more cakes/sweet baked goods types

Under-35s and families have the most varied repertoires

Figure 50: Repertoire of cakes and sweet baked goods eaten, December 2018

## Frequency of Eating Cakes, Cake Bars and Sweet Baked Goods

Cakes and sweet baked goods are an occasional treat for most people

Figure 51: Usage frequency for cakes, cake bars and sweet baked goods, by type, December 2018

Opportunity for premium products to benefit from a 'less but better' mentality

Under-35s and parents are the most likely to eat cakes and sweet baked goods weekly

Breakfast cakes should help to encourage more frequent usage...

Figure 52: International examples of healthier cake bars positioned for breakfast, 2018

...and could help to better compete with cereal bars

## Factors Deemed to Make Cakes/Sweet Baked Goods Healthier

Lower sugar is the key attribute to denote healthier status...

Figure 53: Factors deemed to make cakes/sweet baked goods healthier, December 2018

...but companies reducing sugar in cakes will need to reassure consumers on taste

Lower fat and calories are widely seen as making cakes healthier

Notable overlap in perceptions of the importance of different health attributes

All-natural ingredients are especially prized by parents and older women

Niche brands promote their clean-label credentials

Figure 54: Examples of cake launches with all-natural ingredients claims, 2018

## Attributes Seen as Worth Paying More for in Cakes, Cake Bars and Sweet Baked Goods

More than four in 10 would pay more for freshly baked products

Figure 55: Attributes seen as worth paying more for in cakes, cake bars and sweet baked goods, December 2018

Opportunities for bakeries to offer products baked to order

A quarter would pay more for a thick layer of topping/filling

Figure 56: Example of premium own-label cake referencing indulgent textures, 2018

Innovative flavours appeal especially to under-35s

Use on-trend ingredients to build a reputation for innovation

Draw inspiration from other product categories and foodservice

Figure 57: Examples of cakes/cake bars with ice cream/dessert-inspired flavours, 2018

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Cakes, Cake Bars and Sweet Baked Goods - UK - March 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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

## Behaviours Relating to Cakes, Cake Bars and Sweet Baked Goods

Regional specialities attract strong interest

Figure 58: Behaviours relating to cakes, cake bars and sweet baked goods, December 2018

Revivals of historic recipes can align with current food trends

Emphasis on ingredient provenance would strengthen authentic image

Ethical attributes can strengthen the appeal of regional speciality products

Colourful cakes and sweet baked goods have wide appeal

Foodservice sector offers potential cues for retail products

Figure 59: Rainbow croissants from Hotel Café Royal, 2018

Premium products can benefit from a 'quality over quantity' mind-set

Concerns over ingredients put many parents off kids' celebration cakes

Good opportunities for 'clean label' products

'No palm oil' labels should appeal

Concerns around kids' celebration cakes boost home baking

Customisable cakes would seem closer to home-made

Ethically sourced ingredients would help to reassure consumers

A third of cake users are baking more at home compared with a year ago

Multiple factors underpin reported rise in home baking

Recipe cards and deals would allow supermarkets to harness the home baking trend

Clean-label products can succeed amid the rise in home baking

Innovate with flavours and product types to win over shoppers

## Attitudes towards Cakes, Cake Bars and Sweet Baked Goods

Short ingredients lists are widely preferred over long ones

Consumers' label scrutiny sets challenge for manufacturers

Figure 60: Attitudes towards cakes, cake bars and sweet baked goods, December 2018

Consumer opinions are divided on packaging use

Environmentally friendly packaging would help companies to reassure consumers

Figure 61: Examples of cakes/chocolate with compostable packaging, 2018

Cakes with palm oil put off 44% of users/buyers

'No palm oil' labels should appeal

Figure 62: Iceland highlights absence of palm oil in its mince pies, 2018

Examples from international markets offer potential cues for UK operators

Figure 63: International examples of cake launches flagging up the absence of palm oil, 2018

## Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

## Appendix – Market Size and Forecast

Forecast methodology

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

## Cakes, Cake Bars and Sweet Baked Goods - UK - March 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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

Figure 64: Forecast of UK sales of cakes, cake bars and sweet baked goods, by value, best- and worst-case, 2018-23

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](https://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)