

# Cakes, Cake Bars and Sweet Baked Goods - UK - April 2021

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour and market performance.
- The market's standing in relation to increasing concern around health and healthy eating.
- Desired qualities sought by consumers in cake, cake bars and sweet baked goods for various occasions.
- How much of a challenge home baking presents to the market.

Product shelf life came into sharper focus for consumers as the COVID-19 outbreak fuelled a desire to limit time spent in supermarkets, driving less frequent shopping. This has also meant keen consideration for the longevity of cakes, cake bars and sweet baked goods. Interest in keeping products fresher for longer and an openness to frozen products demonstrate consumers' willingness to adapt and adopt new concepts and highlight areas for brands to explore.

The national lockdowns brought into force in January 2021 will have once again impacted the market, stopping social gatherings but fuelling breakfast and snack occasions in the home. This continues the trends seen in 2020, hitting the sales of celebration cakes while supporting demand for many sweet baked goods suited to these casual occasions.

Home baking has seen increased interest from consumers during the restrictions to combat COVID-19, as people found themselves spending much more time at home and seeking ways to pass it. The role of home baking as an affordable pastime will see it pose competition to the cake, cake bars and sweet baked goods market even once restrictions lift, as the economic impact of the outbreak continues to be felt. Even beyond this, the expected uptick in home working and the skills gained by home bakers are predicted to see this activity gain an enduring boost.



"Unlike many types of food, cakes, cake bars and sweet baked goods haven't seen a big boom in sales through retail channels due to the COVID-19 outbreak. Instead the drop in sales of cakes has been balanced out by the increased demand for sweet baked goods. Home baking and better-for-you offerings are key areas for brands to explore going forward given consumer interest."

– Angharad Goode, Research

Analyst

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However, home baking may also be an area of opportunity for cakes, cake bars and sweet baked goods brands given consumer interest in branded cake mixes. Additionally, concerns around health and interest in healthier products, combined with the low level of NPD in this space, point to better-for-you variants as an area warranting further attention in the cake, cake bar and sweet baked goods market. The UK government's renewed commitment to encouraging healthier diets and scrutiny of HFSS food provides additional impetus to this need for action.



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