

Cakes and Cake Bars - UK - June 2011

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What is this report about?

Estimated to reach £1.6 billion in 2011, the cakes and cake bars market has experienced 12.4% growth between 2006 and 2010. This report examines the UK retail market for ready-to-eat (RTE) cakes. It includes packaged (or wrapped) and unpackaged (or unwrapped) cakes that are kept at ambient temperatures.

What have we found out?

- Premiumisation looks to have further potential in the market, with the trend towards artisan cakes increasing interest in the category. Cakes made using exotic ingredients would appeal to the near quarter (23%) of consumers who would like to see more cakes/cake bars with premium ingredients eg superfruits, extra chocolate.
- Brands and retailers would do well to team up with tea brands such as Twinings or hotel chains such as The Ritz to offer hampers/afternoon tea sets and appeal to the 26% of consumers who agree that cakes are an essential part of the occasion.
- More should be done to market the portability of cakes and particularly cake bars, with less than a quarter (24%) of consumers buying multipacks and eating individual cakes/cake bars outside of the home, although over half (54%) believe that cakes/cake bars are suitable for lunch-boxes.
- Products with a healthy eating message can be used to tap into the 24% of consumers who buy low-fat/sugar varieties whenever possible and convince the 50% of consumers who still perceive the category to be 'unhealthy'.
- Consumers are willing to experiment with flavour, particularly women, therefore new flavour variants need to appeal to this demographic who are more likely to be buying cakes and cake bars.
- Emphasising the value for money proposition of cakes and cake bars would help to engage men, who are less likely to buy into the category but are more likely to see cakes/cake bars as a relatively cheap treat.

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