

## Baking Mixes - US - January 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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"Total US sales of baking mixes declined in 2015 by 3.4% to \$4.1 billion and are forecast to continue declining at this pace into 2020. Consumers are migrating away from packaged foods that contain artificial ingredients and preservatives and toward fresh alternatives found in in-store bakeries and specialty pastry shops. Millennials are very likely to use baking mixes but also very likely to bake from scratch and use ready-made products."

This report looks at the following areas:

- Sales declines projected
- Consumers shifting away from packaged, processed foods
- Convenience not necessarily important to key users

### Definition

For the purposes of this report, Mintel defines baking mixes as:

- Cake and pastry mixes – includes mixes for cakes, cupcakes, coffee cake, gingerbread, and pastries
- Frosting – includes ready-to-use frosting, frosting mixes, and edible decorations
- Bread and cookie mixes – includes mixes for brownies, cookies, cookie bars, muffins, and breads
- Baking supplies – includes baking powder/soda, chips/baking chocolate/cocoa, coconut, graham cracker crumbs, marshmallow crème, baking cups/paper
- Pancake/waffle/French toast mixes
- Other baking mixes – all other baking mixes (principally all-purpose mix, such as Bisquick)

Excluded from this report are refrigerated or frozen dough of all types; prebaked, prepackaged, store-baked items; individual baking ingredients (ie flour and yeast); stuffing mix; cereal bars; prepared pie crusts; and pizza kits. Also excluded are ready-to-eat pudding or gelatin desserts.

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#### Dry cake mix

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