

Cakes, Cake Bars and Sweet Baked Goods - UK - March 2018

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 this is a mature market in terms of overall usage, most people do not treat themselves to cakes and sweet baked goods that often, with scope for increasing frequency of usage. A mixture of activity is needed to appeal, as a broad spread of attributes are important to people when buying cakes.”

– **Richard Caines, Senior Food & Drink Analyst**

This report looks at the following areas:

- Scope for cakes to steal space on the menu from other sweet treats
- Broad range of attributes needed to capture people’s attention for different occasions
- Special occasions offer plenty of scope for adding value to market

**BUY THIS
REPORT NOW**

VISIT:
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

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 2018

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
- Total sales of cakes and sweet baked goods flat
 - Figure 1: Best- and worst-case forecast of UK retail value sales of cakes, cake bars and sweet baked goods, 2012-22
- Treating and special occasions will help future growth
- 2017 growth in cake sales due to higher prices
- Category blurring a feature in sweet treats
- Cutting sugar a major challenge for the market
- Income squeeze not necessarily bad news
- Companies and brands
- Mr Kipling sees dip in sales
 - Figure 2: Leading brands in cakes and cake bars retail market, share by value, 2016/17*
- Reduced sugar range launched by Mr Kipling
- Biscuit and chocolate brands extend presence
- Dip in 2017 advertising for cakes and sweet baked goods
- Cadbury and Mr Kipling most trusted brands
- The consumer
- Cakes and sweet baked goods have wide appeal
- Small cakes and cake bars are most popular
 - Figure 3: Types of cakes, cake bars or sweet baked goods eaten in the last 3 months, December 2017
- Two thirds of less frequent buyers could be persuaded to buy more
 - Figure 4: Factors that would encourage more buying of cakes, cake bars or sweet baked goods, December 2017
- Being freshly baked gives products extra appeal
 - Figure 5: Attributes most important when buying for yourself or for sharing with others, December 2017
- High-quality ingredients most important for special occasions
 - Figure 6: Factors most important when buying cakes and sweet baked goods for a special occasion, December 2017
- At-work occasions and internet important for cake sales
 - Figure 7: Behaviour in relation to cakes and sweet baked goods, December 2017
- Mood boosting a theme for promoting cakes
 - Figure 8: Attitudes towards cakes and sweet baked goods, December 2017
- What we think

Issues and Insights

- Scope for cakes to steal space on the menu from other sweet treats

BUY THIS
REPORT NOW

VISIT: 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

Cakes, Cake Bars and Sweet Baked Goods - UK - March 2018

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 facts

The implications

Broad range of attributes needed to capture people's attention for different occasions

The facts

The implications

Special occasions offer plenty of scope for adding value to market

The facts

The implications

The Market – What You Need to Know

Total sales of cakes and sweet baked goods flat

Treating and special occasions will help future growth

Growth in cake sales due to higher prices

Stronger growth in small than large cakes

Category blurring a feature in sweet treats

Baking at home still popular

Cutting sugar a major challenge for the market

PHE encourages healthier snacks for kids

Income squeeze not necessarily bad news

Ageing population presents a challenge to cakes

Market Size and Forecast

Total sales for cakes and sweet baked goods flat

Figure 9: Best- and worst-case forecast of UK retail value sales of cakes, cake bars and sweet baked goods, 2012-22

Figure 10: Total UK retail value sales of cakes, cake bars and sweet baked goods, 2012-22

Treating and special occasions will help future growth

Forecast methodology

Market Segmentation

Growth in cake sales due to higher prices

Figure 11: UK retail value sales of cakes, cake bars and sweet baked goods, by major segment, 2012-22

Stronger growth in small than large cakes

Figure 12: Total UK retail value sales of cakes, cake bars and sweet baked goods, by segment, 2016 and 2017

Few bright spots in sweet baked goods in 2017

Figure 13: Total UK retail value sales of pre-packed sweet baked goods, by types, 2016 and 2017

Market Drivers

Category blurring a feature in sweet treats

Baking at home still popular

Figure 14: 'I bake cakes/sweet baked goods at home', by age, December 2017

Cutting sugar a major challenge for market

Sugar reduction targets set

**BUY THIS
REPORT NOW**

VISIT: 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

Cakes, Cake Bars and Sweet Baked Goods - UK - March 2018

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.

PHE encourages healthier snacking for kids
 Income squeeze not necessarily bad news for cakes
 Ageing population presents a challenge to cakes
 Growth in the child population
 Figure 15: Trends in age structure of the UK population, 2012-22

Companies and Brands – What You Need to Know

Mr Kipling sees dip in sales
 On-the-go range expansion helps Soreen
 Mr Kipling launches reduced sugar range
 Seasonal products make up a fifth of new launches
 Biscuit and chocolate brands extend presence
 Dip in 2017 advertising for cakes and sweet baked goods
 Mr Kipling stand for good value
 Cadbury and Mr Kipling most trusted
 Soreen has healthier connotations

Market Share

Mr Kipling sees dip in sales
 Figure 16: Leading brands in cakes and cake bars retail market, by value, 2015/16 and 2016/17
 Sweet baked goods dominated by own-label
 Figure 17: Leading brands in sweet baked goods retail market, by value, 2015/16 and 2016/17

Launch Activity and Innovation

Bite-size products see more NPD activity
 Increasing range of flavours
 Healthier bites also being explored
 Reduced sugar variants still a rarity in cakes
 Cakes continue to target on-the-go snacking
 Seasonal products make up a fifth of new launches
 Summer range of cakes from Mr Kipling
 Halloween a big seasonal event for cakes
 Small tarts look to attract younger shoppers
 Choice of gluten-free cakes being expanded
 Biscuit and chocolate brands extend presence in cakes
 New flavours give hot cross buns a new twist
 Taking luxury and indulgence to new levels

Advertising and Marketing Activity

Further dip in advertising spending
 Figure 18: Total above-the line, online display and direct mail advertising expenditure on cakes and sweet baked goods, 2014-17
 Advertising dominated by retailers

**BUY THIS
 REPORT NOW**

VISIT: 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

Cakes, Cake Bars and Sweet Baked Goods - UK - March 2018

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 19: Total above-the line, online display and direct mail advertising expenditure on cakes and sweet baked goods, by advertiser, 2014-17

Nielsen Ad Intel coverage

Brand Research

What you need to know

Brand map

Figure 20: Attitudes towards and usage of selected brands, January 2018

Key brand metrics

Figure 21: Key metrics for selected brands, January 2018

Brand attitudes: Quality image is a strength for Mr Kipling, Cadbury and Thorntons

Figure 22: Attitudes, by brand, January 2018

Brand personality: Cadbury and Mr Kipling are the most fun brands

Figure 23: Brand personality – macro image, January 2018

Thorntons is seen as the most indulgent and special

Figure 24: Brand personality – micro image, January 2018

Brand analysis

Cadbury Cakes seen as the most delicious

Figure 25: User profile of Cadbury Cakes, January 2018

Thorntons Cakes is seen as the most indulgent brand

Figure 26: User profile of Thorntons Cakes, January 2018

Mr Kipling seen as the most traditional brand

Figure 27: User profile of Mr Kipling, January 2018

McVitie's Cakes widely seen as an accessible and trusted brand

Figure 28: User profile of McVitie's Cakes, January 2018

Soreen can benefit from having stronger healthy associations

Figure 29: User profile of Soreen, January 2018

The Consumer – What You Need to Know

Cakes and sweet baked goods have wide appeal

Small cakes and cake bars are most popular

Two thirds of buyers could be persuaded to buy more

Variety and single portion packs appeal

Being freshly baked gives products extra appeal

Exciting flavours have the edge over traditional ones

High-quality ingredients most important for special occasions

Plentiful toppings/fillings also important for special occasion treats

At-work occasions and internet important for cake sales

Mood boosting a theme for promoting cakes

Frequency of Eating and Buying

Cakes and sweet baked goods have wide appeal

BUY THIS
REPORT NOW

VISIT: 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

Cakes, Cake Bars and Sweet Baked Goods - UK - March 2018

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 30: Number of different types of cakes, cake bars and sweet baked goods eaten in the last 3 months, December 2017

Small cakes and cake bars are most popular

Figure 31: Types of cakes, cake bars or sweet baked goods eaten in the last 3 months, December 2017

Sweet treats are mostly eaten on an infrequent basis

Figure 32: Frequency of eating different types of cakes, cake bars and sweet baked goods, December 2017

Only a third of people buy at least once a week

Figure 33: Frequency of buying cakes, cake bars and sweet baked goods in the last 3 months, December 2017

Factors That Would Encourage More Buying

Two thirds of buyers could be persuaded to buy more

Figure 34: Factors that would encourage more buying of cakes, cake bars or sweet baked goods, December 2017

Variety and single portion packs appeal

Health-boosting ingredients can also encourage more buying

Offering sampling encourages more buying

In-store sampling would win over more than a fifth of infrequent buyers

Sampling appeals more to those interested in unusual flavours

Most Important Product Attributes by Occasion

Being freshly baked gives products extra appeal

Figure 35: Attributes most important when buying for yourself or for sharing with others, December 2017

Exciting flavours have the edge over traditional ones

Healthier ingredients are more important for self-treating

Bite-size cake formats an attraction for sharing

Factors Most Important When Buying for a Special Occasion

High-quality ingredients most important for special occasions

Figure 36: Factors most important when buying cakes and sweet baked goods for a special occasion, December 2017

Strong visual appeal makes a difference

Plentiful toppings/fillings also important for special occasion treats

Behaviour in Relation to Cakes and Sweet Baked Goods

At-work occasions important for cake sales

Figure 37: Behaviour in relation to cakes and sweet baked goods, December 2017

Personalised cakes have further growth potential

Millennials more likely to be influenced by social media

Attitudes towards Cakes and Sweet Baked Goods

Mood boosting a theme for promoting cakes

Figure 38: Attitudes towards cakes and sweet baked goods, December 2017

Room for more on-the-go options in cakes

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

**BUY THIS
REPORT NOW**

VISIT: 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

Cakes, Cake Bars and Sweet Baked Goods - UK - March 2018

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 research methodology

Appendix – Market Size and Forecast

Forecast methodology

Figure 39: Best- and worst-case forecast of total UK retail value sales of cakes, cake bars and sweet baked goods, 2017-22

Appendix – Market Share

Figure 40: Leading manufacturers in cakes and cake bars market, by value, 2015/16 and 2016/17

Figure 41: Leading manufacturers in sweet baked goods, by value, 2015/16 and 2016/17

Appendix – Launch Activity and Innovation

Figure 42: New product launches in the cakes, pastries and sweet goods market, by top 10 companies (sorted by 2017), 2014-17

Figure 43: New product launches in the cakes, pastries and sweet goods market, by top 20 claims (sorted by 2017), 2014-17

**BUY THIS
REPORT NOW**

VISIT: 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