

Prepared Cakes, Pies and Pastries - US - 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the prepared cakes, pies and pastries market
- Consumption rates of packaged sweet baked goods
- Important factors when buying prepared cakes, pies and pastries
- Associations across sweet baked good formats, including homemade, in-store bakery, refrigerated from the aisle, frozen from the aisle and shelf-stable from the aisle



“The \$11.3 billion prepared cakes, pies and pastries category is expected to continue growing in dollar sales in 2021 as many of the realities of 2020 persist – namely prolonged remote working and continued home-based social gatherings.”

– Kaitlin Kamp, Food and Drink Analyst

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