

Baking and Mixes - US - March 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the baking mixes and ingredients market
- The impact of past recessions on baking mix and ingredients sales
- Change of baking frequency over the past year
- Reasons for baking more often than last year

The baking category experienced unprecedented gains in 2020 from a surge in at-home baking during the COVID-19 pandemic, that led to \$8.3 billion in sales. A strong share of US adults plan to continue baking more often than they were in 2020, a sign that at least some at-home baking habits will stick. However, challenges remain, and brands will need to address perceptions that baking is difficult and time-consuming. Scratch bakers are the most likely to anticipate continued baking, leaving the baking mix segment with a less clear path to preserving 2020 gains. Bakers of all types will need motivation and guidance to incorporate their baking hobby into their time-strapped, post-pandemic daily lives.



“After four years of little to no growth, the baking mixes and ingredients category experienced an unprecedented 24.7% dollar sales increase in 2020, as a result of consumers’ swift adoption and interest in at-home baking during the pandemic.”

– Kaitlin Kamp, Food and Drink Analyst

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- **Baking ingredients projected to retain stronger gains than mixes**
- **Promote baking as a form of self-care**
- **Better-for-you is an opportunity for some**
- **Social media an important outlet for baking brands**

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