

Baking and Mixes - US - 2023

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- Who bakes and how they do it.
- Baked goods purchased.
- Baked goods occasions.
- Interest in baking mix innovation.
- Baking inspiration.
- Attitudes toward baking and mixes.
- Attitudes toward health and indulgence.

Consumers are baking less. After years of pandemic-induced reliance on home cooking, fatigue abounds. What's more, the price advantage of home baking has been undermined by inflation, resulting in a willingness to invest slightly more for the convenience and, for some, perceived quality advantage of prepared items.

The mixes segment carries a price advantage compared to scratch cooking among consumers, reflecting the strong belief that time is money. This challenges category players to emphasize not only affordability amid persistent inflation but convenience in order to appeal to tired home cooks. Store brands are reaping the greatest benefit, with private label mixes growing dollar sales at MULO by 23% during the 52 weeks ending January 29, 2023. Additional convenience is sought, even within the mixes segment, with the leading mix innovation of interest being all-in-one products that require no additional ingredients.

Health goals continue to challenge this indulgence category. A larger share of US adults selects for healthier versions of indulgent foods than leans into indulgent options, and the majority feel guilt around indulgence and read labels to manage their behavior. Popular baked goods occasions carry a special or limited feel, including holidays, family gatherings, and desserts, pointing to some degree of restriction in indulgence. The less-but-better route is likely to serve baking brands in the long run, focusing on smaller sizes, cleaner



“Despite inflation keeping many consumers turning to their own kitchens for meal solutions, the regularity of home baking is on the decline. Tired consumers are seeking convenience options, including the use of mixes and prepared offerings. Value messaging will continue to resonate but must stretch beyond low price to include the value of ease.”

– Michele Scott, Associate Director

Buy this report now

Visit store.mintel.com

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

ingredients, and rewarding conscious choices to indulge. Expanding baked goods' relevance into more common, everyday occasions, such as snacking and mealtime, can come from introducing nutrient-dense formulations.

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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

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**
- **This Report looks at the following areas**
- **Definition**
- **Market context**

EXECUTIVE SUMMARY

- **Top takeaways**
- **Consumer trends**
- **Baking regularity declines**
Figure 1: Baking consumer segmentation, 2021-23
- **Mixes outperform scratch baking for affordability**
Figure 2: Attitudes toward baking and mixes – Any agree, affordability, by financial situation, 2023
- **Popular formats suggest preference for bite-sized indulgence**
Figure 3: Baked goods purchased and prepared, 2023
- **Popular occasions imply category is limited to special occasions**
Figure 4: Baked goods occasions, 2023
- **Competitive strategies**
- **Affordability and trustworthiness drive purchase intent**
Figure 5: Baking mixes & ingredients launches ranked by purchase intent, 2023*
- **Confectionery co-branding shortcuts perception of satisfaction**
Figure 6: Baking mixes & ingredients launches ranked by the attribute “tasty,” 2023*
- **No prep translates to convenience**
Figure 7: Baking mixes & ingredients launches ranked by the attribute “convenient,” 2023*
- **Market predictions**
Figure 8: Total US retail sales and fan chart forecast of baking ingredients and mixes, at current prices, 2017-27
Figure 9: Baking and mixes outlook, 2023-28
- **Opportunities**
- **Majority of home bakers want it to be as quick as possible**
Figure 10: Attitudes toward baking and mixes – Any agree – Ease, 2023
- **All-in-one offerings will have the widest reach**
Figure 11: Interest in baking mix innovation, 2023

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- Under 35s turn to influencers over family/friends for baking inspiration**

Figure 12: Baking inspiration, by gender and age, 2023

MARKET SIZE AND FORECAST

- Inflationary prices projected to boost sales back to pandemic highs in 2023**

Figure 13: Total US retail sales and fan chart forecast of baking ingredients and mixes, at current prices, 2017-27

Figure 14: Total US retail sales and fan chart forecast of baking ingredients and mixes, at current prices, 2017-27

Figure 15: Total US retail sales and forecast of baking ingredients and mixes, at inflation-adjusted prices, 2017-27

SEGMENT PERFORMANCE

- Mixes sales gain on ingredients**

Figure 16: Total US retail sales and forecast of baking ingredients and mixes, by segment, at current prices, 2017-27

Figure 17: Year-over-year change in total US retail sales and forecast of baking ingredients and mixes, by segment, at current prices, 2018-27

- Supermarket dominance diminishes**

Figure 18: Total US retail sales of baking ingredients and mixes, by channel, at current prices, 2017-22

Figure 19: Year-over-year change in total US retail sales of baking ingredients and mixes, by channel, at current prices, 2018-22

MARKET DRIVERS

- Inflation will continue to favor spend on food at home, pursuit of value**

Figure 20: Changes in Consumer Price Indexes, legacy data, 2020 through 2023

Figure 21: Methods for saving money on food and drink, 2023

Figure 22: General Mills, new seasonal treats, 2022

- Love of cooking hits a low, amping up pursuit of convenience**

Figure 23: Cooking attitudes, 2019-22

- Pursuit of health persists; sugar remains a focus area**

Figure 24: Changes in eating habits, 2022

Figure 25: Changes in eating habits, 2022

KEY PLAYERS

- Sales of baking ingredients and mixes by company**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- Private label controls a quarter of MULO sales**
 Figure 26: Share of multi-outlet sales of baking and mixes, by leading companies, 52 weeks ending January 29, 2023
 Figure 27: Multi-outlet sales of baking and mixes, by leading companies, rolling 52 weeks 2022 and 2023
- Company/brand sales by segment**
- Private label represents 33% of MULO sales of baking ingredients**
 Figure 28: Nestle No Bake Peanut Butter Chocolate Oat Bars, 2023
 Figure 29: Multi-outlet sales of baking ingredients (except flour), by leading companies and brands, rolling 52 weeks 2022 and 2023
- Dollar sales of private label flour grow 34% at MULO**
 Figure 30: King Arthur x Emile Henry, 2022
 Figure 31: Multi-outlet sales of flour, by leading companies and brands, rolling 52 weeks 2022 and 2023
- Pearl Milling rebrand pays off**
 Figure 32: Betty Crocker muffin time, 2022
 Figure 33: Multi-outlet sales of baking mixes, by leading companies and brands, rolling 52 weeks 2022 and 2023

COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- Affordability and trustworthiness drive purchase intent, natural sneaks in**
 Figure 34: Baking mixes & ingredients launches ranked by purchase intent, 2023*
 Figure 35: Baking mixes & ingredients launches ranked by the attribute "good value," 2023*
- No prep required equals convenience**
 Figure 36: Baking mixes & ingredients launches ranked by the attribute "convenient," 2023*
- Confectionery co-branding wins for perception of tasty**
 Figure 37: Baking mixes & ingredients launches ranked by the attribute "tasty," 2023*
- Nuts for health**
 Figure 38: Baking mixes & ingredients launches ranked by the attribute "healthy," 2023*
- Claims activity strong in category**
 Figure 39: Lactation Cookie Mix, 2023
 Figure 40: Baking mixes & ingredients launches, by leading claims, 2020-23*

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
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

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 41: Baking mixes & ingredients launches, by fastest growing claims, 2020-23*

THE BAKING AND MIXES CONSUMER – FAST FACTS

- Baking regularity slows, balancing the scale from pandemic increases
- Mixes outperform scratch baking for affordability
- Instance of baking spans age groups, but most prolific among parents
- Cookies have the widest reach
- Popular baking occasions imply specialty (limited) perception
- Home bakers call for speed and convenience

BAKING CONSUMER SEGMENTATION

- Fewer than half of US adults bake regularly
Figure 42: Baking consumer segmentation, 2023
Figure 43: Baking consumer segmentation, 2021-23

BAKED GOODS PURCHASED AND PREPARED

- Cookies take the cake
Figure 44: Baked goods purchased and prepared, 2023
- Pies, cookies, and biscuits are most likely to be made from scratch
- Brownie, pancake, and cake makers rely on mixes
- Packaged CPG favors bread, cookies, biscuits, and waffles
- In-store bakery appeals for bread, pie, and scones
- Foodservice bakery patrons look for scones, bread, cake, muffins, and pie
Figure 45: Baked goods purchased and prepared, by method, 2023

BAKING OCCASIONS

- Baked goods are most popular for family gatherings, holidays, and dessert
Figure 46: Krusteaz Waffle Bite Board, 2023
Figure 47: Baking occasions, 2023
- Expand imaginations for women baking
Figure 48: Baking occasions – Meal occasion, by gender and age, 2023
- Baked goods seen as an affordable pick-me-up, breakfast/snack option
Figure 49: Baking occasions – Who with, by financial situation, 2023

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 50: Baking occasions – Meal occasion, by financial situation, 2023

INTEREST IN BAKING MIX INNOVATION

- All-in-one offerings will have the widest reach**
 Figure 51: Interest in baking mix innovation, 2023
- More than a third of engaged bakers would be swayed by high protein**
 Figure 52: Interest in baking mix innovation, by gender and parental status, by baking consumer segmentation, 2023
- Moms want all-in-ones, dads show interest in health attributes**
 Figure 53: Interest in baking mix innovation, by gender and parental status, 2023
- Health innovation is lower priority among financially strapped**
 Figure 54: Interest in baking mix innovation, by gender and parental status, by financial situation, 2023

BAKING INSPIRATION

- Cooking/baking websites lead for baking inspiration**
 Figure 55: Baking inspiration, 2023
- Confident bakers use a range of inspirations; shortcut bakers want guidance**
 Figure 56: Baking inspiration, by segmentation, 2023
- Online influencers go far in reaching young adult bakers**
 Figure 57: Baking inspiration, by gender and age, 2023
- Shortcuts things for parents**
 Figure 58: Baking inspiration, by gender and parental status, 2023
- Cooking shows and their advertisers should focus on affordability**
 Figure 59: Baking inspiration, by financial situation, 2023

ATTITUDES TOWARD BAKING AND MIXES

- Benefits**
 Figure 60: Attitudes toward baking and mixes – Any agree, benefits, 2023
- Willingness to bake correlates with the perceived benefit**
 Figure 61: Attitudes toward baking and mixes – Any agree, benefits, by baking consumer segmentation, 2023
- Affordability**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Mixes seen as more affordable than scratch baking**
Figure 62: Attitudes toward baking and mixes – Any agree, affordability, 2023
- **Inflation has the biggest impact on young home bakers**
Figure 63: Attitudes toward baking and mixes – Any agree, affordability, by gender and age, 2023
- **Parents view baking as affordable but feel the pinch of inflation**
Figure 64: Attitudes toward baking and mixes – Any agree, affordability, by gender and parental status, 2023
- **Baking enthusiasts find scratch baking most affordable**
Figure 65: Attitudes toward baking and mixes – Any agree, affordability, by baking consumer segmentation, 2023
- **Financially struggling bakers see mixes as more affordable than scratch**
Figure 66: Attitudes toward baking and mixes – any agree, affordability, by financial situation, 2023
- **Store brands**
- **Home bakers embrace store brands; ingredients outpace mixes on quality**
Figure 67: Attitudes toward baking and mixes – Any agree, store brands, 2023
- **Young adult bakers most likely to embrace store brands**
Figure 68: Attitudes toward baking and mixes – Any agree, store brands, by gender and age, 2023
- **Ease**
- **Time savings messaging will resonate**
Figure 69: Attitudes toward baking and mixes – Any agree, ease, 2023

ATTITUDES TOWARD HEALTH AND INDULGENCE

- **Three quarters of US adults pay attention to indulgent food nutritionals**
Figure 70: Attitudes toward health and indulgence, 2023
- **Health-focused options will resonate with most engaged bakers**
Figure 71: Attitudes toward health and indulgence, by baking consumer segmentation, 2023
- **Young adult women are the most pro-indulgence**
Figure 72: Attitudes toward health and indulgence, by gender and age, 2023
- **Give parents the (health-focused) option**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 73: Attitudes toward health and indulgence, by parental status, 2023

- **Indulgence soothes financial woes**

Figure 74: Attitudes toward health and indulgence, by financial situation, 2023

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Sales data**
- **Forecast**
- **Consumer survey data**
- **Abbreviations and terms**
- **Abbreviations**
- **Terms**

APPENDIX – THE MARKET

Figure 75: Average annual household spending on baking ingredients and mixes, 2017-22

Figure 76: Total US retail sales and forecast of baking ingredients, at current prices, 2017-27

Figure 77: Total US retail sales and forecast of baking ingredients, at inflation-adjusted prices, 2017-27

Figure 78: Annual percent changes in multi-outlet sales of baking ingredients, by value and volume, 2018-22

Figure 79: Total US retail sales and forecast of baking/ dessert mixes, at current prices, 2017-27

Figure 80: Total US retail sales and forecast of baking/ dessert mixes, at inflation-adjusted prices, 2017-27

Figure 81: Annual percent changes in multi-outlet sales of baking mixes, by value and volume, 2018-22

Figure 82: US supermarket sales of baking ingredients and mixes, at current prices, 2017-22

Figure 83: US sales of baking ingredients and mixes through other retail channels, at current prices, 2017-22

APPENDIX – KEY PLAYERS

Figure 84: Multi-outlet sales of baking and mixes, by leading companies, rolling 52 weeks 2022 and 2023

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.