

# Home Baking - UK - February 2020

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## This report looks at the following areas:

- Lack of time and skills need addressing in NPD and marketing
- Professional-looking finishes for cakes an added-value opportunity
- Home baking brands and retailers need to inspire and guide in-store



“Home baking remains popular in the UK, linked to the main reasons for home baking being enduring, but growth in sales is being held back by most people not baking very frequently.”

- Richard Caines, Senior Food & Drink Analyst

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- **Demand for more home baking recipe ideas in-store**
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