“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

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

DID YOU KNOW? This report is part of a series of reports, produced to provide you with a more holistic view of this market
Home Baking - UK - February 2020

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