

Cake and Cake Bars - UK - June 2012

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“There are opportunities for cake manufacturers and particularly those within the smaller cakes segment to boost their suitability for sharing by launching products in sharing bags or pouches, which would also improve cakes’ portability and convenience for on-the-go eating.”

– Chris Wisson, Senior Food Analyst

In this report we answer the key questions:

- How can cake operators balance the demand for health and indulgence?
- Should cake operators be looking to tap into kids’ snacking?
- Can cake brands follow the example of other snacking markets?
- What opportunities exist for cakes and cake bars in terms of shareability?
- Can in-store bakeries (ISBs) provide additional avenues for growth?

This report examines the UK retail market for cakes and cake bars. The market size includes sales through all retail channels including direct to consumer. Mintel defines the market as comprising packaged (wrapped) cakes which are kept at ambient temperatures. The market can be broadly segmented into large/special-occasion cakes and small cakes/ cake bars.

Large cakes – includes wrapped cakes intended for sharing such as birthday cakes, Swiss roll, whole cakes, slabs and loaves and seasonal cakes.

Small cakes – include wrapped individual cakes either sold singly, or as multipacks or assortments. These include cake bars, slices, pies, tarts and mini cakes.

The report excludes unpackaged (unwrapped) products, frozen cakes/ pastries, chilled desserts such as fruit sorbets and cheesecakes, cake mixes or baking ingredients and biscuits such as rusks and gingerbread. It also excludes sales via catering or foodservice establishments ie those sold in cafés, restaurants etc, however, references and comparisons to these sectors may be made where relevant.

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