

Cakes, Cake Bars and Sweet Baked Goods - UK - March 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“While lower sugar is the key attribute seen to denote healthier cakes/sweet baked goods, companies reformulating products will need to reassure consumers that the taste and indulgent aspects will remain unaffected.

That many people find shop-bought cakes too sweet however suggests opportunities for new products with inherently lower-sugar recipes.”

– Alice Baker, Research Analyst

This report looks at the following areas:

- Focus on naturalness of ingredients is needed
- Opportunities for expansion in lower-sugar and less sweet cakes
- Intense competition makes regular innovation imperative

Estimated at £2.3 billion in 2018, the UK cakes, cake bars and sweet baked goods retail market grew by 7.4% over 2013-18. Public health concerns and the ageing UK population will impede volume sales, but with continued inflation value sales in the market are projected to rise by 5.5% to reach £2.3 billion by 2023.

Cakes, cake bars and sweet baked goods enjoy high penetration, eaten by 93% of UK adults, but are an occasional treat for most people. Premium products are, however, well placed to succeed through pushing a 'quality over quantity' message.

Lower sugar is the key attribute seen to signal healthier status but companies will need to reassure the public on reformulated products' taste. Consumer opinions are divided on packaging, with 40% of users/buyers put off by the amount of packaging on individual cakes, but with similar numbers prioritising preserving freshness and portability.

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DID YOU KNOW?

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

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