

# Cakes, Cake Bars and Sweet Baked Goods: Inc Impact of COVID-19 - UK - April 2020

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"COVID-19 will negatively impact the cakes, cake bars and sweet baked goods market in the short term. An increase in home baking as well as the loss of potential eating occasions due to the nationwide lockdown will inflict a hit. However, this impact is expected to be short-lived, and the market is expected to start to recover in 2021."  
 – Alice Pilkington, UK Food and Drink Analyst

This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour and market dynamics in the cakes, cake bars and sweet baked goods sector.
- How the market is responding to overarching concerns in relation to sugar, and where underexplored opportunities for NPD lie
- The value of individual segments and brand performance in 2019
- Consumer behaviour and attitudes towards cakes, cake bars and sweet baked goods

COVID-19 is expected to impact the cakes, cake bars and sweet baked goods market negatively in the short term. The enforced lockdown will mean potential cake eating occasions will be lost, such as workplace celebrations, and the rise in home baking will also mean these products will lose out. Consequently, any potential gains from consumers turning to the category to provide them with a mood boost during this unsettling time are likely to be negated. As the extensive disruption caused by the lockdown passes, Mintel expects similar patterns of behaviour to those seen in the 2008/09 recession to emerge in 2021, with the market beginning to recover.

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Potential for sweet baked goods to play more of a dessert role

Cakes and sweet baked goods could take advantage of evening snacking occasions

Taste leads among choice factors by a distance

More convenient formats could do well

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Creating a local bakery feel could win favour with consumers  
 Nearly three quarters believe cakes can be healthy and delicious

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