

## Prepared Cakes and Pies - US - June 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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"Higher-quality ingredients and new flavors can help consumers indulge in prepared cakes and pies. Positive perceptions of private label products, which represent the largest share of the market, will increase competition, but also create opportunities for brands to differentiate with offerings that consumers are willing to pay more for."

— Amanda Topper, Food Analyst

### This report looks at the following areas:

- Are consumers still willing to indulge with cakes and pies?
- How can product offerings be improved?
- What effect will private label offerings have on the category?

The prepared cakes and pies category grew from 2009-14, boosted by interest in the category during the economic recession, as well as the period surrounding the Hostess Brands bankruptcy in 2012. The category proved it could withstand hard economic times as an affordable indulgence. Despite a general trend toward healthier eating in the US, the category continues to grow. In general, consumers agree cakes and pies should only be eaten in moderation; however, many view the category positively in terms of taste and quality. Looking ahead, category growth will rely on manufacturers' ability to meet consumer demands for better ingredients, great taste, and portability. Increased snacking and greater retail availability will also benefit the category.

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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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## Table of Contents

### Scope and Themes

What you need to know  
 Definition  
 Data sources  
 Sales data  
 Consumer survey data  
 Abbreviations and terms  
 Abbreviations

### Executive Summary

Overview  
 The market  
 Sales forecasted to reach \$13.2 billion in 2019  
 Figure 1: Total US retail sales and fan chart forecast of prepared cakes and pies, at current prices, 2009-19  
 In-store baked cakes and pies represent more than half of the category  
 Figure 2: Total US retail sales of prepared cakes and pies, by segment, at current prices, 2012 and 2014  
 Key players  
 Top five brands increase year-over-year sales  
 Figure 3: MULO sales of prepared cakes and pies, by leading companies, 2014\*  
 Retail channels  
 Supermarket sales represent two thirds of the category  
 Figure 4: Total US retail sales of prepared cakes and pies, by channel, at current prices, 2012 and 2014  
 The consumer  
 More than two thirds have eaten RTE cakes and pies  
 Figure 5: Personal consumption of prepared cakes and/or pies, April 2014  
 Format, promotions most influential  
 Figure 6: Influential factors for purchasing more prepared cakes and/or pies, Top five, April 2014  
 Cakes and pies viewed as an indulgence  
 Figure 7: Behaviors related to prepared cakes and/or pies, top five, April 2014  
 Taste trumps nutrition  
 Figure 8: Any agreement with attitudes toward prepared cakes and/or pies, top five, April 2014  
 What we think

### Issues and Insights

Are consumers still willing to indulge with cakes and pies?  
 Issues  
 Insight: Now they can indulge responsibly  
 How can product offerings be improved?

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## Issues

Insight: Focus on flavors, ingredients, and format

What effect will private label offerings have on the category?

## Issues

Insight: Private label will increase competition for price, differentiation

## Trend Applications

Trend: Transumers

Trend: Mood to Order

Trend: Hungry Planet

## Market Size and Forecast

### Key points

Sales forecasted to reach \$13.2 billion in 2019

Sales and forecast of prepared cakes and pies

Figure 9: Total US retail sales and forecast of prepared cakes and pies, at current prices, 2009-19

Figure 10: Total US retail sales and forecast of prepared cakes and pies, at inflation-adjusted prices, 2009-19

### Fan chart forecast

Figure 11: Total US retail sales and fan chart forecast of prepared cakes and pies, at current prices, 2009-19

## Market Drivers

### Key points

Increased snacking occasions to positively impact the category

Figure 12: adults aged 20 years and older consuming specified number of snacks per day, 1977-78 and 2007-08

Obesity epidemic will force manufacturers to offer BFY options

Figure 13: Age-adjusted prevalence of obesity in US, by gender, among adults aged 20 and older, 2009-10 and 2011-12

Population growth helps position Hispanics as a target audience

Figure 14: Total US population by race and Hispanic origin, 2009-19

## Competitive Context

### Key points

Baking from mixes, scratch may reduce need to purchase prepared items

Stand-alone bakeries may appeal to gourmet seekers

## Segment Performance

### Key points

Shelf-stable cupcakes and brownies lead in category growth

Sales of prepared cakes and pies, by segment

Figure 15: Total US retail sales of prepared cakes and pies, by segment, at current prices, 2012 and 2014

Sales growth of in-store baked cakes and pies slows

Sales and forecast of cakes and pies baked in stores

Figure 16: Total US retail sales and forecast of in-store baked cakes and pies, at current prices, 2009-19

Shelf-stable cupcakes and brownies grow most over last five years

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## Sales and forecast of shelf-stable cupcakes and brownies

Figure 17: Total US retail sales and forecast of shelf-stable cupcakes and brownies, at current prices, 2009-19

## Shelf-stable cakes and pies grow 33% from 2009-14

## Sales and forecast of shelf-stable cakes and pies

Figure 18: Total US retail sales and forecast of shelf-stable cakes and pies, at current prices, 2009-19

## Sales of frozen and refrigerated cakes and pies dip

## Sales and forecast of frozen and refrigerated cakes and pies

Figure 19: Total US retail sales and forecast of frozen/refrigerated cakes and pies, at current prices, 2009-19

## Retail Channels

### Key points

### Strong growth in non-supermarket channels

### Sales of prepared cakes and pies, by channel

Figure 20: Total US retail sales of prepared cakes and pies, by channel, at current prices, 2012 and 2014

### Supermarket channel sales growth flattens

### Supermarket sales of prepared cakes and pies

Figure 21: US supermarket sales of prepared cakes and pies, at current prices, 2009-14

### Steady sales increases across other retail channels

Figure 22: Big Lots Mostess- #thrifthisback Video, 2014

### Other retail channel sales of prepared cakes and pies

Figure 23: US sales of prepared cakes and pies, through other retail channels, at current prices, 2009-14

## Leading Companies

### Key points

### All top five brands increase sales

Figure 24: Little Debbie Cosmic Cupcakes Launch Video, 2014

Figure 25: Little Debbie website, 2014

Figure 26: Tastykake Facebook Post, 2014

Figure 27: Mrs. Freshley's New packaging, 2013

Figure 28: Hostess website, 2014

### Manufacturer sales of market

Figure 29: MULO sales of prepared cakes and pies, by leading companies, rolling 52 weeks 2013 and 2014

## Brand Share – Shelf-Stable Cupcakes and Brownies

### Key points

### McKee Foods represents nearly one third of segment

### Manufacturer sales of shelf-stable cupcakes and brownies

Figure 30: MULO sales of shelf-stable cupcakes and brownies, by leading companies, rolling 52 weeks 2013 and 2014

### Hostess Brands' brand loyalty takes a hit

Figure 31: Key purchase measures for the top prepared cake and pie brands, by household penetration, 52 weeks ending Dec. 30, 2012 (year ago) and Dec. 29, 2013 (current)

## Brand Share – Shelf-Stable Cakes and Pies

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## Key points

Private label products dominate

Manufacturer sales of shelf-stable cakes and pies

Figure 32: MULO sales of shelf-stable cakes and pies, by leading companies, rolling 52 weeks 2013 and 2014

Strong brand loyalty for private label pie brands

Figure 33: Key purchase measures for the top prepared cake and pie brands, by household penetration, 52 weeks ending Dec. 30, 2012 (year ago) and Dec. 29, 2013 (current)

## Brand Share – Frozen and Refrigerated Cakes and Pies

### Key points

Schwan's, ConAgra represent more than half of segment sales

Figure 34: Edwards frozen desserts website, May 2014

Figure 35: Mrs. Smith's Facebook Post, 2014

Manufacturer sales of frozen and refrigerated cakes and pies

Figure 36: MULO sales of frozen and refrigerated cakes and pies, by leading companies, rolling 52 weeks 2013 and 2014

Slight drop in households buying frozen pies

Figure 37: Key purchase measures for the top prepared cake and pie brands, by household penetration, 52 weeks ending Dec. 30, 2012 (year ago) and Dec. 29, 2013 (current)

## Innovations and Innovators

New product innovation increases nearly 18% from 2009-14

Figure 38: Prepared cakes and pies product launches, by type, March 2009-14

Seasonal, gluten-free grow more than all other claims

Figure 39: Prepared cakes and pies product launches, by top 10 claims, March 2009-14

Chocolate remains top flavor

Figure 40: Prepared cakes and pies product launches, by top 10 flavors, March 2009-14

Hybrid formats and flavors enter retail

Big flavors, small size

Gourmet, high-quality ingredients

## Household and Personal Consumption

### Key points

Women more likely to eat cakes and pies made from scratch, mixes

Figure 41: Personal consumption of prepared cakes and/or pies, by gender, April 2014

18-44s eating more RTE cakes and pies

Figure 42: Personal consumption of prepared cakes and/or pies, by age, April 2014

Households with children more likely to bake and eat cakes and pies

Figure 43: Personal consumption of prepared cakes and/or pies, by presence of children in household, April 2014

## Consumption Occasions

### Key points

Men likely to eat prepared cakes and pies as part of, or in place of, a meal

Figure 44: Consumption occasions, by gender, April 2014

Nearly two in five 25-34s eat cakes and pies as a meal replacement

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Figure 45: Consumption occasions, by age, April 2014

## Influential Factors

### Key points

Format, promotions most influential on purchase

Figure 46: Influential factors for purchasing more prepared cakes and/or pies, by age, April 2014

## Behaviors Related to Prepared Cakes and/or Pies

### Key points

Cakes and pies viewed as an indulgence

Figure 47: Behaviors related to prepared cakes and/or pies, by gender and age, April 2014

Consumers eating more shelf-stable pies, refrigerated/frozen cakes

Figure 48: Behaviors related to prepared cakes and/or pies, by prepared cakes and/or pies eaten, April 2014

## Important Characteristics

### Key points

Nutrition most important when buying in-store baked cakes and pies

Figure 49: Important characteristics when purchasing prepared cakes and/or pies, April 2014

Figure 50: Snack cakes consumption by type, October 2007-December 2013

## Attitudes toward Prepared Cakes and/or Pies

### Key points

Strong positive perceptions of prepared cakes and pies

Figure 51: Any agreement with attitudes toward prepared cakes and/or pies, by age, April 2014

## Race and Hispanic Origin

### Key points

Hispanics most likely to eat RTE cakes and pies

Figure 52: Personal consumption of prepared cakes and/or pies, by race and Hispanic origin, April 2014

Figure 53: Repertoire of personal consumption of prepared cakes and/or pies, by race and Hispanic origin, April 2014

Hispanics most impacted by format, ethnic flavors

Figure 54: Influential factors for purchasing more prepared cakes and/or pies, by race and Hispanic origin, April 2014

Ingredient and flavor improvement needed

Figure 55: Any agreement with attitudes toward prepared cakes and/or pies, by race and Hispanic origin, April 2014

## Appendix – Other Useful Consumer Tables

Figure 56: Consumption occasions, by gender, April 2014

Figure 57: Snack cakes consumption, October 2007-December 2013

Figure 58: Snack cakes consumption, December 2007-December 2013

Figure 59: Snack cakes or pies consumption, October 2007-December 2013

Figure 60: Consumption occasions, by race and Hispanic origin, April 2014

Figure 61: Consumption occasions, by personal consumption of prepared cakes and/or pies, April 2014

Figure 62: Frozen cakes and pies consumption by type, October 2007-December 2013

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Figure 63: Frequency of snack cake/pie consumption in last month, October 2007-December 2013

Figure 64: Influence on snack cake brands purchased, December 2007-December 2013

Figure 65: Frequency of favorite snack cakes/pies in house, October 2007-December 2013

Figure 66: Influential factors for purchasing more prepared cakes and/or pies, by gender, April 2014

Figure 67: Influential factors for purchasing more prepared cakes and/or pies, by personal consumption of prepared cakes and/or pies, April 2014

Figure 68: Behaviors related to prepared cakes and/or pies, by race and Hispanic origin, April 2014

Figure 69: Important characteristics when purchasing prepared cakes and/or pies – Cakes and pies baked in stores, by age, April 2014

Figure 70: Important characteristics when purchasing prepared cakes and/or pies – Frozen and refrigerated cakes and pies, by age, April 2014

Figure 71: Important characteristics when purchasing prepared cakes and/or pies – shelf-stable cakes and pies, by age, April 2014

Figure 72: Important characteristics when purchasing prepared cakes and/or pies – Shelf-stable cupcakes and brownies, by age, April 2014

Figure 73: Important characteristics when purchasing prepared cakes and/or pies – Cakes and pies baked in stores, by race and Hispanic origin, April 2014

Figure 74: Important characteristics when purchasing prepared cakes and/or pies – Frozen and refrigerated cakes and pies, by race and Hispanic origin, April 2014

Figure 75: Important characteristics when purchasing prepared cakes and/or pies – shelf-stable cakes and pies, by race and Hispanic origin, April 2014

Figure 76: Important characteristics when purchasing prepared cakes and/or pies – Shelf-stable cupcakes and brownies, by race/Hispanic origin, April 2014

Figure 77: Any agreement with attitudes toward prepared cakes and/or pies, by gender, April 2014

Figure 78: Any agreement with attitudes toward prepared cakes and/or pies, by prepared cakes and/or pies eaten, April 2014

### Appendix – Information Resources Inc. Builders Panel Data Definitions

Information Resources Inc. Consumer Network Metrics

### Appendix – Trade Associations

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