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Cakes - US - June 2004



## Contents

### INTRODUCTION AND ABBREVIATIONS

*Introduction*

*Other Relevant Reports*

*Definition*

*Abbreviations & Terms*

Abbreviations

Terms

### EXECUTIVE SUMMARY

*Solid growth in cakes market*

*Health and diet trends impact consumption*

*Shifts in population influence market*

*IBC top supplier*

*Cake manufacturers cut ad spend*

*Supermarkets/wholesale clubs lead distribution*

*The cake consumer*

A third of respondents had bought an RTE dessert in the past month

Snack cakes favored in households with children

More ready-made than custom-ordered purchases

Everyday may be a special occasion

*New product innovation*

*The future of the cakes market*

### MARKET DRIVERS

*Diet trends*

Figure 1: Incidence of low carb dieting, February 2004

*Health concerns*

Figure 2: Prevalence of obesity among adults aged 20 years and over, 1998-2003

Obesity and children

Figure 3: Incidence of being overweight, 6-19 year olds, 1976-2000

*Demographics impacting the market*

Older adults accounting for larger share of population

Figure 4: U.S. population, by age, 1998 and 2003

Presence (and influence) of children in households

Figure 5: Households with children as a percentage of total households, 1998-2008

*Consumers want decadent treats*

*Convenience and snacking*

### MARKET SIZE & TRENDS

*Steady growth over review period*

Figure 6: Total U.S. FDM retail sales of rte cakes, at current and constant prices, 1998-2003

Graph 1: Trends in FDM sales of ready-to-eat cakes, at current and constant prices, 1998-2003

*Market trends*

### MARKET SEGMENTATION

## **Overview**

Figure 7: FDM sales of rte cakes, by type, 2001 & 2003

Graph 2: FDM sales of ready-to-eat cakes, by type, 2003

Graph 3: Trends in FDM sales of ready-to-eat cakes, by type, 1998-2003

### ***In-store bakeries***

Figure 8: FDM sales of cakes for in-store bakeries, at current and constant prices, 1998-2003

Figure 9: Growth of in-store bakery units, 1992-2002

### ***Cupcakes/brownies***

Figure 10: FDM sales of cupcakes/brownies, at current and constant prices, 1998-2003

### ***Shelf-stable cakes/pies***

Figure 11: FDM sales of shelf-stable cakes/pies, at current and constant prices, 1998-2003

### ***Refrigerated cakes/pies***

Figure 12: FDM sales of refrigerated cakes/pies, at current and constant prices, 1998-2003

### ***Cheesecakes***

Figure 13: FDM sales of cheesecakes, at current and constant prices, 1998-2003

## **SUPPLY STRUCTURE**

### ***FDM sales by manufacturer***

Figure 14: FDM sales of rte cakes, by manufacturer, 2001 & 2003

Graph 4: FDM sales of ready-to-eat cakes, by manufacturer, 2003

### ***FDM sales by manufacturer and brand***

#### ***Cupcakes/brownies***

Figure 15: FDM sales of cupcakes/brownies, by manufacturer and brand, 2001 & 2003

#### ***Shelf-stable cakes/pies***

Figure 16: FDM sales of shelf-stable cakes/pies, by manufacturer and brand, 2001 & 2003

#### ***Refrigerated cakes/pies***

Figure 17: FDM sales of refrigerated cakes/pies, by manufacturer and brand, 2001 & 2003

#### ***Cheesecakes***

Figure 18: FDM sales of cheesecake, by manufacturer and brand, 2001 & 2003

### ***Major manufacturers and brands***

Interstate Bakeries Company (IBC)

McKee Foods Group

George Weston Bakeries

Tasty Baking Company

Private label

## **ADVERTISING & PROMOTION**

### ***Overview***

Figure 19: Advertising expenditures by leading manufacturers in the cakes market, 2001 and 2003

### ***Major manufacturers and brands***

Interstate Bakeries Corporation

McKee Foods

Tasty Baking Company

## **RETAIL DISTRIBUTION**

### ***Overview***

Figure 20: FDM sales of RTE cakes, by channel, 2001 & 2003

### ***Supermarket/wholesale clubs***

Figure 21: Supermarket and wholesale clubs sales of rte cakes, at current and constant prices, 1998-2003

Supermarket operating data

Figure 22: Top supermarket operating statistics, latest fiscal year-end

Figure 23: Percentage change from latest fiscal year-end versus year prior

Wholesale club operating data

Figure 24: Top wholesale club operating statistics, latest fiscal year-end

Figure 25: Percentage change from latest fiscal year-end versus year prior

### ***Mass merchandisers***

#### ***Drug stores***

## **THE CONSUMER**

### ***Introduction***

### *Types of desserts bought*

Figure 26: Types of desserts bought, April 2004

Figure 27: Types of desserts bought, by age, April 2004

Figure 28: Types of desserts bought, by presence of children, April 2004

### *Where cakes & pies are bought*

Figure 29: Where cakes & Pies are bought, April 2004

Figure 30: Where cakes & Pies are bought, by age, April 2004

Figure 31: Where cakes & Pies are bought, by household income, April 2004

Figure 32: Where cakes & Pies are bought, by region, April 2004

### *How cakes & pies are bought*

Figure 33: How cakes & pies are bought, April 2004

Figure 34: How cakes & pies are bought, by gender, April 2004

Figure 35: How cakes & pies are bought, by presence of children, April 2004

### *When cakes & pies are bought*

Figure 36: When cakes & pies are most often bought, April 2004

Figure 37: When cakes & pies are most often bought, by gender, April 2004

Figure 38: When cakes & pies are most often bought, by age, April 2004

### *Household baking habits*

Figure 39: Household baking habits, January-September 2003

Figure 40: Household baking habits, by race/ethnicity, January-September 2003

Figure 41: Household baking habits, by age of head of household, January-September 2003

Figure 42: Household baking habits, by presence of children, January-September 2003

### *Types of snack cakes eaten*

Figure 43: Types of snack cakes eaten, January-September 2003

Figure 44: Types of snack cakes eaten, by race/ethnicity, January-September 2003

Figure 45: Types of snack cakes eaten, by age of head of household, January-September 2003

### *Summary*

## **FUTURE & FORECAST**

### **FUTURE TRENDS**

#### *Shifts in population*

Figure 46: U.S. population projections, by age, 2003 and 2008

Growing number of older adults

Fewer children, smaller households

#### *Health-related issues*

#### *Trans fat labeling*

## **MARKET FORECAST**

### *Overview*

Figure 47: Forecast of total U.S. FDM retail sales of ready-to-eat cakes, at current and constant prices, 2003-2008

Graph 5: Forecast trends in FDM sales of ready-to-eat cakes, at current and constant prices, 2003-2008

### *In-store bakeries*

Figure 48: Forecast of U.S. FDM sales of cakes for in-store bakeries, at current and constant prices, 2003-2008

### *Cupcakes/brownies*

Figure 49: Forecast of U.S. FDM sales of cupcakes/brownies, at current and constant prices, 2003-2008

### *Shelf-stable cakes/pies*

Figure 50: Forecast of U.S. FDM sales of shelf-stable cakes/pies, at current and constant prices, 2003-2008

### *Forecast factors*

## **APPENDIX: TRADE ASSOCIATIONS**

## **APPENDIX: NEW PRODUCT DEVELOPMENTS**

## **CATEGORY REVIEW: CAKES, PASTRIES AND SWEET GOODS**

### *Introduction*

#### *New product introductions*

Figure 51: Number of new cakes product introductions, 1998-2004

#### *Product trends*

Snacking & convenience

New brands in cakes

Seasonal & traditional cakes

Indulgence

Health claims

Organic

Targeting children

*Flavors/Ingredients*

*Packaging*

*Product launches by company/brand*

*Forecast/Predictions*

## **NEW PRODUCT BRIEFS**

*Interstate Brands: Hostess Baseballs Cupcakes*

*Stone Creek Bakers: Stone Creek Bakers Minis*

*Balconi: Balconi Sweet Goods*

*Mrs. Smith's Bakeries: Mrs. Smith's Apple Fruit Cobbler*

*Café Valley: Dulce de Leche Cakes*

*McKee Baking: Little Debbie Easter Basket Cakes*

*Entenmann's: Entenmann's Deluxe Desserts Louisiana Crunch Cake*

*J.A.M.B. Low-Carb Distributors: Nutritious Creations Low Carb Fudge Brownies*

*Entenmann's: Entenmann's Carb Counting Low Carb Sweet Goods*

*Tasty Baking: Tastykake Snack Cake Extensions*

*Vegan Essentials: Vegan Supreme Chocolate Marshmallow Cups*

*LC Distribution: Low Carb Creations Chocolate Fudge Bundt Cake*

## **APPENDIX: RESEARCH METHODOLOGY**

*Consumer Research*

Sampling & Weighting

Presentation & Definition

Further Analysis

*Trade Research*

Informal trade research

Formal trade research

*Desk & Internet Research*

*Sources*

*Definitions*

*Forecasts*

## **APPENDIX: WHAT IS MINTEL?**

*Mintel Publications*

*Mintel Services*

Product retrieval

Retail audits

Tailored research

Global New Products Database

*Research Support/Consultancy/MIC*

The Mintel Information Centre (MiC)

PR Research

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