

Baking Mix - US - January 2002 (\$2995.00)

Mintel's report profiles the size of the baking mixes, paying particular attention to specific demographics of the market and the major players within the market-- the consumer, wholesalers and retailers. In addition, consumer purchasing decisions are analyzed, as well as the effect the food technology has made on the consumer and on the industry as a whole.

This report provides an in-depth look at the baking mixes market in the U.S. with particular emphasis on the consumer. Original research conducted among consumers examines age, ethnic and economic groups. Potential opportunities for growth within the baking mixes are highlighted, as well as a review of current advertising strategy devised to tap perceived business potential.

Mintel's exclusive consumer research will delve into such issues within the baking mixes marketplace as:

- Consumers' attitudes toward baking mixes and purchasing preferences in terms of pricing, brands, time of year and location
- Which consumers are most likely to spend the most money on baking mixes in regards to age, demographics and income.
- The future of the baking mixes market with a five year trend analysis.

This essential profile of the baking mixes market will examine the growth potential of the market and consumer attitudes regarding the influence of advertising campaigns, trends, health issues as they apply to the market and pricing concerns. This report contains US IRI InfoScan data.