

## **Cake Mix Market is Expected to Grow at a CAGR of 3.5% by 2022**

*Global Cake Mix Market Information - by cake type (Pound Cake, Foam and Sponge Cakes, Flourless or Low-Flour Cake and Others), by flavor (vanilla, chocolate, strawberry, red velvet and others), by specialty diet (Fat-Free, Low-Fat, Low-Sodium, Sugar-Free and Others) and by Region Forecast to 2022*

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### Market Overview:

The high demands for convenience food ingredients and ready-to-bake products have raised the demand for cake mix globally. Changing consumption pattern has increased the consumption of bakery products which has directly influenced the cake mix market as of the major products of the industry. Improving economic conditions is also a vital driver towards the high sale of cake mix. The convenience usage and easy to bake properties will further ensure the steady growth of cake mix market. Europe and North-America have high market share for cake mix packed products.

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### Market Forecast:

Globally the Cake Mix market share in bakery industry is estimated to escalate at a higher growth rate which is supported by the rising consumption of cakes, pastries and other bakery products in the developed countries. The developing economic conditions of various regions are fueling up the market demand for bakery products. The unconventional flavor segments of cake mix are estimated to grow at a higher growth rate as people are growing more health conscious globally. Based on the easy-to-bake benefits of the product, the consumption of Cake Mix is anticipated to increase at a steady CAGR.

All these factors contribute to the calculated CAGR of 3.5% of cake mix market during 2016-2022.

### Key Players of Cake Mix Market:

- o Pillsbury (U.S.)
- o Betty Crocker (U.S.)
- o Pinnacle Foods Inc (U.S.)
- o Arrowhead Mills (U.S.)
- o Krusteaz (U.S.)
- o The French Cake Company (France)
- o Italdecor (Italy)
- o RMX Alimentos Saudáveis Ltda (Brazil)
- o Sudem Cake Mix and Products A.S. (Turkey)
- o Ghirardelli Chocolate Company (U.S.)

### Downstream Analysis:

Consumption of lemon flavored cake mix is increasing at a steady rate. Due to the increasing health awareness, cake mixes that is fat-free and contain low-fat is experienced to have high consumption rate as compared to others. Also, sugar-free cake mix segment is growing at a steady rate based on the shifting consumption pattern of the population. Vanilla and chocolate flavors are found to have a major market share and are estimated to dominate in the flavor segments in the given forecast

period.

Market Segmentation:

Global cake mix Market is segmented by cake-type, flavor, specialty-diet and region.

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Regional Analysis:

The Global Cake Mix Market is segmented into North America, Europe, Asia Pacific, and rest of the world (ROW). Among these North America region has the major market share followed by Europe. U.S. is amongst the major producers of cake mixes. In the Europe region, France is one of the dominating countries for cake mix manufacture and exports the product in various other countries of Europe which include Belgium, Germany, Italy, Spain and U.K. Raising usage of ready-to-bake products is supporting the growth of the market in developed countries of North America and Europe region. Germany, China, U.S. and U.K. and Netherlands are the major importers of cake mix.

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