



What do more than  
**4 000 consumers**  
from **10 countries** have to say  
about packaged cakes?

**“Packaged cakes” are on the rise...**

42%<sup>1</sup> of all the cakes consumed worldwide are “packaged cakes”, and it is a business that is growing all the time: up 6.6% over the past 5 years to more than 4.7 million tons. There are many consumers with less time on the hands leading to more on-the-go consumption. They appreciate the convenience of the portability, with individual packaging.

**but suffer from low quality perception from consumers**

Indeed, compared to fresh and frozen alternatives, the quality perception of packaged cakes is low, and even declining compared to previous years<sup>2</sup>. This is why Puratos, as a Reliable Partner in Innovation, commissioned this study in March 2020, with consumers from 10 countries, to find out what consumers think about packaged cakes and how to improve their quality perception.

<sup>1</sup> Source: Euromonitor Market estimation 2019 (in volume).  
Packaged cakes include multi- and single portion cakes.

<sup>2</sup> Source: Puratos proprietary survey Taste Tomorrow 2019 with over 17 000 consumers over 40 countries



**10 countries**  
including the biggest packaged  
cake markets of the world



over  
**4 000 consumers**



**online**  
questionnaire

## Study highlights include:

### Shopper profile

60% of the shoppers are heavy buyers of packaged cakes, meaning they buy at least once a week this type of product. Quite naturally, there are differences between the countries in terms of frequency. In Russia and USA, shoppers tend to buy less frequently within this category. However we noticed the positive impact of having children in the family in the

purchase behavior. Women with children tend to buy more often packaged cakes, while at the end, the final consumers are the whole family.

Understanding which features appeal more to those heavy buyers was part of our study.

### Cultural differences across the world

Quite naturally, there are major differences between countries in terms of the type of cakes that are consumed, and how often. Some regions, Eastern Europe for example, prefer large cakes to slice, whereas Southern Europe and Asia enjoy single-serve cakes.

77% of the packaged cakes are eaten in the afternoon and evening. Muffins however are mainly eaten at breakfast time.



Consumers are more looking at **health ingredients** when buying for **their children**

*From the following criteria, what are the most important features you look for when buying packaged cakes for your children?*

24% Presence of healthy ingredients (e.g. fruits, nuts, seeds, fibre)

24% Expiry date

22% Taste

### Purchase drivers and barriers for packaged cakes

*In your opinion, what are the advantages of packaged cake compared to other types of snacks (e.g. fruits, nuts, crisps, unpackaged cakes)?*

Taste 49%

Convenience of portability 44%

Convenient portion size 44%

Convenient packaging 42%



Most people buy packaged cakes because of **taste** and because it is **convenient**

*What do you think are the current main disadvantages of packaged cakes?*



Presence of additives  
46%



Environmental impact of packaging  
37%



Nutritional value  
32%

**Presence of additives, environmental impact of packaging and nutritional value** are the main disadvantages of packaged cakes for the shoppers.

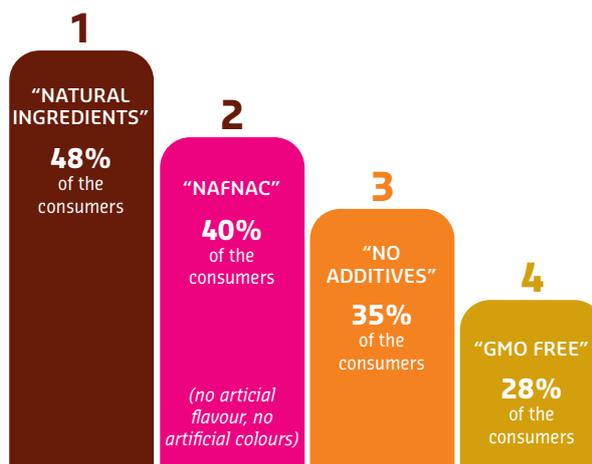
### Areas of improvement for packaged cakes

Taste is a key buying criteria for packaged cakes. It's also the first area of improvement consumers are pointing. They want better taste, with more qualitative ingredients but also new flavors. With the current crisis, affordability will remain key when indulging yourself. The expiry date and freshness level of the product is the 3<sup>rd</sup> criteria shoppers are looking for when buying packaged cakes. Finally, we see an increase interest in the nutritional value and the presence of healthy ingredients. For taste, you can translate this into consumers' willingness to try new products and flavours.



### Did you know that 9 out of 10 consumers look at the claims written on the packaging?\*

One in particular stands out when it comes to converting consumers to purchase: 'naturalness'. This statement and associated claims like 'no artificial flavour or colour' have a high impact on product purchasing intentions. The presence of additives play also a negative role in the purchasing decision. Shoppers are definitely looking for Clean(er) Label. As part of the study Puratos also explored the potential of other claims associated to freshness and nutrition, as well as the importance of ingredient composition and how this might impact consumer preferences in the different countries.



\* 'Always' and 'most of the time'

### Hungry for more details of this study?

Please contact your local Puratos representative to set a date for a custom-made presentation. We will be pleased to take you and your team through the study and discuss how to capitalize on these trends to grow your business.

[www.puratos.com/products/Acti](http://www.puratos.com/products/Acti)

Puratos NV/SA - Industrialaan 25, Zone Maalbeek - B-1702 Groot-Bijgaarden, Belgium  
T +32 2 481 44 44 - F +32 2 466 25 81 - E [info@puratos.com](mailto:info@puratos.com)

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