

# Global Baking Mixes Market is expected to grow at CAGR of 3% by 2022

*Baking Mixes Market is expected to grow at CAGR of 3%, By Type, By Functional, By Region | Baking Mixes Market*

PUNE, MAHARASHTRA, INDIA, February 24, 2017 /EINPresswire.com/ -- Market Overview

A baking mix is a pre-mixed formulation of ingredients used for baking cakes, cookies, pancakes. Ingredients in baking mixes may include flour, baking powder, baking soda, yeast, sugar and salt, as well as others depending upon the functional type. It has become extensively popular particularly among working

class, teenage, students living in hostels, bachelors, etc. Baking mixes shorten the time of preparation at home. These factors will play a key role to grow baking mixes market at CAGR of 3% during forecast period.



Key Players : Nestle,  
Pillsbury, Pioneer brand  
,Betty Crocker, Duncan  
Hines, Hungry Jack, King  
Arthur Flour and Jiffy”  
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Demand for baking mixes is from the working class mothers, as the preparation time is reduced to half. Health concerned consumers, are aware of the side effects caused by added chemical preservatives, hence prefer organic baking mixes. From recent years, the consumer’s demand is rising for diet specific products which gives

additional health benefits and have higher nutritional value.

## Key Players

- Billsbury (U.S.)
- Nestle (Switzerland)
- Pioneer brand (U.S.)
- Betty Crocker (U.S.)
- Duncan Hines (U.S.)
- Hungry Jack (Australia)
- King Arthur Flour (U.S.)
- Jiffy (U.S.)

## Regional Analysis

The global Baking mixes market is segmented into North America, Europe, Asia Pacific, and Rest of the World (RoW). Among this North America region has major market share followed by Europe. Asia Pacific is growing market. Growing population and rise in disposable income in Asia

Pacific region is driving the demand for baking mixes.

#### Downstream market analysis-

The consumption of vegan and paleo baking mixes has increased in developed countries due to its unique diet trends. Baking mixes can be made available through e-commerce, as people looking for alternative to carbonated beverages. In countries like China and India the working class population has been increasing, so demand for convenience food has also increased.

#### Segmentation

By Type - cookie & biscuit mixes, cake & muffin mixes, bread mixes, pancake & waffle mixes and others

By Functional - Gluten free, vegan, organic, sugar-free, paleo and others.

By Region – North America, Europe, Asia-pacific and Row

#### Market Forecast

Global baking mixes market is growing mainly due to rising demand for convenience food. Many well-known bakers are opening up their own manufacturing unit so as to reach out to many consumers influencing the market growth. Key players are investing in R&D for innovative products to attract more consumers. Decline in the chemical preservative added products are driving the sales of organic baking mixes.

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Taste the market data and market information presented through more than 60 market data tables and figures spread in 100 numbers of pages of the project report. Avail the in-depth table of content TOC & market synopsis on "Global Baking mixes Market information from 2011 to 2022"

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