

Global Baking Mixes Market is Estimated to Grow at CAGR 3% During 2016 to 2022

Baking Mixes Market Information- By Type (Cookie & Biscuit Mixes, Cake & Muffin Mixes, Bread Mixes), Functional (Gluten Free) Region - Forecast to 2022

PUNE, MAHARASHTRA, INDIA, May 30, 2017 /EINPresswire.com/ -- Market Research Future published a Half Cooked Research Report (HCRR) on the Global [Baking Mixes Market](#) has been estimated to grow over 3% post 2022.

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Market Overview



Major Key Players are Pillsbury (U.S.), Nestle (Switzerland), Pioneer brand (U.S.), Betty Crocker (U.S.), Duncan Hines (U.S.), Hungry Jack (Australia)”

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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. 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.

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Competitive Analysis-

The major Key Players in Global Baking Mixes Market are

The major key players in Baking Mixes Market are Pillsbury (U.S.), Nestle (Switzerland), Pioneer brand (U.S.), Betty Crocker (U.S.), Duncan Hines (U.S.), Hungry Jack (Australia), King Arthur Flour (U.S.), and Jiffy (U.S.)

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.

These factors will play a key role to grow baking mixes market at CAGR of 3% during forecast period.

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.

Access the market data and market information presented through more than 25 market data tables and 25 figures spread over 79 numbers of pages of the project report "Baking Mixes Market - Forecast to 2022"

The Global Baking Mixes Market is fragmented with various vendors, including international and regional players. Companies are competing on the basis of product differentiation, portfolio, and pricing. The market is dominated by top key manufacturers who have a worldwide presence and have strong brand images for their products in the market.

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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.

Market Segmentation-

Global Baking mixes market is segmented by source, functional use and region

About Market Research Future:

At [Market Research Future \(MRFR\)](#), we enable our customers to unravel the complexity of various industries through our Cooked Research Report (CRR), Half-Cooked Research Reports (HCRR), Raw Research Reports (3R), Continuous-Feed Research (CFR), and Market Research & Consulting Services.

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In order to stay updated with technology and work process of the industry, MRFR often plans & conducts meet with the industry experts and industrial visits for its research analyst members.

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