

# Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Cake Mix Market 2018, Forecast to 2023

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## Abstracts

Cake Mix is defined as dried pre-mixes used for baking cakes. Cake mix can be prepared using eggs or egg replacers. They are generally categorized into 3 types which include complete mix, dough base and dough concentrates. Cake premixes provide convenience usage to consumers, foodservice operations and industrial-scale bakeries. Cake mix saves preparation time. They reduce the hassle of selecting the ingredients. Use of cake mix speeds up the whole baking process and hence influences the positive growth of the market.

### Scope of the Report:

This report focuses on the Cake Mix in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application. The growing consumer indulgence in cakes will be one of the major factors that will have a positive impact on the growth of the cake mix market in the US till 2021. With the growing consumer preference towards indulging in experiences across texture, flavor, and color, there is an increasing demand for cake mix flavors such as vanilla, chocolate, red velvet, banana, and lemon. Moreover, since the indulgence factors is mainly associated with creaminess, sweetness, and richness of food products, there is a steady demand for premium food products such as cakes, cupcakes, and pastries. Among these North America has the major market share followed Europe. Increasing demand of bakery products amongst the developing countries of North America and Europe region is supporting the growth of cake mix market. China, Germany, U.K., U.S. and Netherlands are the major importers of Cake Mix. The worldwide market for Cake Mix is expected to grow at a CAGR of roughly xx% over

the next five years, will reach xx million US\$ in 2023, from xx million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

General Mills

Associated British Foods

Archer-Daniels-Midland Company

Pinnacle Foods

Cargill

Ingredion Incorporated

Hain Celestial Group

Kerry Group

Continental Mills

Chelsea Milling Company

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Chocolate

Vanilla

Strawberry

Lemon

Pineapple

Market Segment by Applications, can be divided into

Foodservice

Retail

There are 15 Chapters to deeply display the global Cake Mix market.

Chapter 1, to describe Cake Mix Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Cake Mix, with sales, revenue, and price of Cake Mix, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Cake Mix, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share

and growth rate by type, application, from 2013 to 2018;

Chapter 12, Cake Mix market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Cake Mix sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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