

Cake Mixes Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Layer Cake, Angel Food Cake, Flourless or Low-Flour Cake, Mug Cake, Others), By Flavor (Vanilla, Chocolate, Fruits & Nuts, Others), By Distribution Channel (Online, Offline), By Region & Competition, 2021-2031F

<https://marketpublishers.com/r/C84A5AA6625AEN.html>

Date: January 2026

Pages: 180

Price: US\$ 4,500.00 (Single User License)

ID: C84A5AA6625AEN

Abstracts

The Global Cake Mixes Market is projected to expand from USD 2.95 Billion in 2025 to USD 3.82 Billion by 2031, registering a CAGR of 4.39%. This market consists of pre-blended dry formulas containing flour, sugar, and leavening agents that require only wet ingredients to create cakes. Growth is primarily driven by the need for convenience and consistent quality rather than fleeting trends, allowing home bakers and commercial entities to reduce preparation time and simplify inventory. According to the American Bakers Association, sales in the bakery aisle increased by 0.7% in 2024, highlighting sustained demand despite economic pressures.

Conversely, the sector encounters significant hurdles due to escalating operational costs and labor shortages that threaten growth. High employee turnover and supply chain limitations restrict production efficiency and capacity across the baking industry. This economic landscape creates bottlenecks that prevent manufacturers and commercial operators from effectively scaling their operations, potentially hindering the continued advancement of the cake mixes market.

Market Driver

Rising consumer demand for convenient, time-efficient baking options is a major

catalyst for the Global Cake Mixes Market. With urbanization reducing leisure time, both home bakers and foodservice providers prefer pre-blended formulas that deliver consistent quality with minimal effort. This trend favors manufacturers who streamline their products for speed and reliability, enabling commercial bakeries to maintain high output despite skilled labor shortages. The financial benefit of this demand is clear; Premier Foods reported in their 'Annual Report 2023/24' (May 2024) that headline revenue in the Sweet Treats division rose by 10.6%, underscoring the reliance on convenient baking goods.

Simultaneously, the market is being reshaped by a move toward premiumization and exotic flavor innovations to counter consumer fatigue with standard products. Companies are utilizing limited-time offers and 'newstalgia'—updating classic treats—to stimulate engagement and justify higher prices. This aligns with modern preferences where consumers want novelty rooted in comfort; Puratos found in 'Taste Tomorrow 2024' (February 2024) that 73% of global consumers prefer familiar elements when trying new foods. Additionally, seasonality is a crucial factor, with the American Bakers Association's '2024 Bakery Playbooks' (November 2024) noting that 71% of consumers desire seasonal flavors like pumpkin, prompting brands to frequently update their offerings.

Market Challenge

Increasing operational expenses and labor deficits present a significant obstacle to the growth of the Global Cake Mixes Market. Manufacturers struggle to sustain optimal production outputs as they face rising costs alongside a shortage of skilled personnel needed for complex machinery. When critical positions remain vacant, firms encounter frequent operational disruptions and lowered output, necessitating the diversion of funds toward recruitment and higher wages rather than expansion. This resource scarcity hinders the ability to scale effectively, effectively negating the efficiency advantages usually associated with this sector.

The consequences of these workforce limitations are statistically clear within the industry. In 2025, the American Bakers Association reported that 60% of commercial bakers faced a high or severe shortage of maintenance and engineering staff. This lack of essential technical personnel results in increased equipment downtime and maintenance delays, exacerbating operational inefficiencies. Consequently, these supply-side constraints hamper the market's capacity to meet sustained consumer demand, effectively stalling broader market progress despite positive demand indicators.

Market Trends

The integration of functional ingredients and protein fortification is transforming the value proposition of cake mixes, shifting the category from pure indulgence to wellness-focused consumption. Manufacturers are increasingly enhancing standard mixes with fiber, probiotics, and high-protein elements, enabling consumers to view desserts as nutritionally dense and supportive of digestive health. This aligns with the 'permissible indulgence' trend, where buyers seek functional benefits to alleviate the guilt associated with sweets. According to Food Ingredients First's 'Bakery trends 2025' (February 2025), the industry saw a 22% increase in new bakery launches featuring digestive or gut health claims, underscoring the rapid adoption of these formulations.

Concurrently, the rise of plant-based and vegan options is influencing product development as brands adapt to the ethical and environmental values of modern consumers. This trend targets the broader flexitarian audience, requiring sophisticated plant-based substitutes for eggs and dairy that mimic the texture and moisture of traditional cakes. As a result, suppliers are focusing on clean-label, plant-derived ingredients to ensure these mixes match the performance of conventional products while attracting eco-conscious shoppers. Puratos highlighted this shift in '8 mega retail trends for 2025' (December 2024), reporting a 23% annual growth in plant-based foods with natural claims, indicating a strong preference for sustainable and recognizable ingredients.

Key Market Players

Archer Daniels Midland Company

General Mills, Inc.

Associated British Foods Plc

Ingredion, Inc.

Cargill, Inc.

Pinnacle Food LLC

The Hain Celestial Group, Inc.

Kerry Group Plc

The Krusteaz Company

Chelsea Milling Company

Report Scope

In this report, the Global Cake Mixes Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Cake Mixes Market, By Type

Layer Cake

Angel Food Cake

Flourless or Low- Flour Cake

Mug Cake

Others

Cake Mixes Market, By Flavor

Vanilla

Chocolate

Fruits & Nuts

Others

Cake Mixes Market, By Distribution Channel

Online

Offline

Cake Mixes Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Cake Mixes Market.

Available Customizations:

Global Cake Mixes Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

4. VOICE OF CUSTOMER

5. GLOBAL CAKE MIXES MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Type (Layer Cake, Angel Food Cake, Flourless or Low- Flour Cake, Mug Cake, Others)
 - 5.2.2. By Flavor (Vanilla, Chocolate, Fruits & Nuts, Others)
 - 5.2.3. By Distribution Channel (Online, Offline)

- 5.2.4. By Region
- 5.2.5. By Company (2025)
- 5.3. Market Map

6. NORTH AMERICA CAKE MIXES MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Type
 - 6.2.2. By Flavor
 - 6.2.3. By Distribution Channel
 - 6.2.4. By Country
- 6.3. North America: Country Analysis
 - 6.3.1. United States Cake Mixes Market Outlook
 - 6.3.1.1. Market Size & Forecast
 - 6.3.1.1.1. By Value
 - 6.3.1.2. Market Share & Forecast
 - 6.3.1.2.1. By Type
 - 6.3.1.2.2. By Flavor
 - 6.3.1.2.3. By Distribution Channel
 - 6.3.2. Canada Cake Mixes Market Outlook
 - 6.3.2.1. Market Size & Forecast
 - 6.3.2.1.1. By Value
 - 6.3.2.2. Market Share & Forecast
 - 6.3.2.2.1. By Type
 - 6.3.2.2.2. By Flavor
 - 6.3.2.2.3. By Distribution Channel
 - 6.3.3. Mexico Cake Mixes Market Outlook
 - 6.3.3.1. Market Size & Forecast
 - 6.3.3.1.1. By Value
 - 6.3.3.2. Market Share & Forecast
 - 6.3.3.2.1. By Type
 - 6.3.3.2.2. By Flavor
 - 6.3.3.2.3. By Distribution Channel

7. EUROPE CAKE MIXES MARKET OUTLOOK

- 7.1. Market Size & Forecast

- 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Type
 - 7.2.2. By Flavor
 - 7.2.3. By Distribution Channel
 - 7.2.4. By Country
- 7.3. Europe: Country Analysis
 - 7.3.1. Germany Cake Mixes Market Outlook
 - 7.3.1.1. Market Size & Forecast
 - 7.3.1.1.1. By Value
 - 7.3.1.2. Market Share & Forecast
 - 7.3.1.2.1. By Type
 - 7.3.1.2.2. By Flavor
 - 7.3.1.2.3. By Distribution Channel
 - 7.3.2. France Cake Mixes Market Outlook
 - 7.3.2.1. Market Size & Forecast
 - 7.3.2.1.1. By Value
 - 7.3.2.2. Market Share & Forecast
 - 7.3.2.2.1. By Type
 - 7.3.2.2.2. By Flavor
 - 7.3.2.2.3. By Distribution Channel
 - 7.3.3. United Kingdom Cake Mixes Market Outlook
 - 7.3.3.1. Market Size & Forecast
 - 7.3.3.1.1. By Value
 - 7.3.3.2. Market Share & Forecast
 - 7.3.3.2.1. By Type
 - 7.3.3.2.2. By Flavor
 - 7.3.3.2.3. By Distribution Channel
 - 7.3.4. Italy Cake Mixes Market Outlook
 - 7.3.4.1. Market Size & Forecast
 - 7.3.4.1.1. By Value
 - 7.3.4.2. Market Share & Forecast
 - 7.3.4.2.1. By Type
 - 7.3.4.2.2. By Flavor
 - 7.3.4.2.3. By Distribution Channel
 - 7.3.5. Spain Cake Mixes Market Outlook
 - 7.3.5.1. Market Size & Forecast
 - 7.3.5.1.1. By Value
 - 7.3.5.2. Market Share & Forecast

- 7.3.5.2.1. By Type
- 7.3.5.2.2. By Flavor
- 7.3.5.2.3. By Distribution Channel

8. ASIA PACIFIC CAKE MIXES MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Type
 - 8.2.2. By Flavor
 - 8.2.3. By Distribution Channel
 - 8.2.4. By Country
- 8.3. Asia Pacific: Country Analysis
 - 8.3.1. China Cake Mixes Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Type
 - 8.3.1.2.2. By Flavor
 - 8.3.1.2.3. By Distribution Channel
 - 8.3.2. India Cake Mixes Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Type
 - 8.3.2.2.2. By Flavor
 - 8.3.2.2.3. By Distribution Channel
 - 8.3.3. Japan Cake Mixes Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Type
 - 8.3.3.2.2. By Flavor
 - 8.3.3.2.3. By Distribution Channel
 - 8.3.4. South Korea Cake Mixes Market Outlook
 - 8.3.4.1. Market Size & Forecast
 - 8.3.4.1.1. By Value
 - 8.3.4.2. Market Share & Forecast

- 8.3.4.2.1. By Type
- 8.3.4.2.2. By Flavor
- 8.3.4.2.3. By Distribution Channel
- 8.3.5. Australia Cake Mixes Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share & Forecast
 - 8.3.5.2.1. By Type
 - 8.3.5.2.2. By Flavor
 - 8.3.5.2.3. By Distribution Channel

9. MIDDLE EAST & AFRICA CAKE MIXES MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Type
 - 9.2.2. By Flavor
 - 9.2.3. By Distribution Channel
 - 9.2.4. By Country
- 9.3. Middle East & Africa: Country Analysis
 - 9.3.1. Saudi Arabia Cake Mixes Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Type
 - 9.3.1.2.2. By Flavor
 - 9.3.1.2.3. By Distribution Channel
 - 9.3.2. UAE Cake Mixes Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Type
 - 9.3.2.2.2. By Flavor
 - 9.3.2.2.3. By Distribution Channel
 - 9.3.3. South Africa Cake Mixes Market Outlook
 - 9.3.3.1. Market Size & Forecast
 - 9.3.3.1.1. By Value
 - 9.3.3.2. Market Share & Forecast

- 9.3.3.2.1. By Type
- 9.3.3.2.2. By Flavor
- 9.3.3.2.3. By Distribution Channel

10. SOUTH AMERICA CAKE MIXES MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Type
 - 10.2.2. By Flavor
 - 10.2.3. By Distribution Channel
 - 10.2.4. By Country
- 10.3. South America: Country Analysis
 - 10.3.1. Brazil Cake Mixes Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Type
 - 10.3.1.2.2. By Flavor
 - 10.3.1.2.3. By Distribution Channel
 - 10.3.2. Colombia Cake Mixes Market Outlook
 - 10.3.2.1. Market Size & Forecast
 - 10.3.2.1.1. By Value
 - 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Type
 - 10.3.2.2.2. By Flavor
 - 10.3.2.2.3. By Distribution Channel
 - 10.3.3. Argentina Cake Mixes Market Outlook
 - 10.3.3.1. Market Size & Forecast
 - 10.3.3.1.1. By Value
 - 10.3.3.2. Market Share & Forecast
 - 10.3.3.2.1. By Type
 - 10.3.3.2.2. By Flavor
 - 10.3.3.2.3. By Distribution Channel

11. MARKET DYNAMICS

- 11.1. Drivers

11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

12.1. Merger & Acquisition (If Any)

12.2. Product Launches (If Any)

12.3. Recent Developments

13. GLOBAL CAKE MIXES MARKET: SWOT ANALYSIS

14. PORTER'S FIVE FORCES ANALYSIS

14.1. Competition in the Industry

14.2. Potential of New Entrants

14.3. Power of Suppliers

14.4. Power of Customers

14.5. Threat of Substitute Products

15. COMPETITIVE LANDSCAPE

15.1. Archer Daniels Midland Company

15.1.1. Business Overview

15.1.2. Products & Services

15.1.3. Recent Developments

15.1.4. Key Personnel

15.1.5. SWOT Analysis

15.2. General Mills, Inc.

15.3. Associated British Foods Plc

15.4. Ingredion, Inc.

15.5. Cargill, Inc.

15.6. Pinnacle Food LLC

15.7. The Hain Celestial Group, Inc.

15.8. Kerry Group Plc

15.9. The Krusteaz Company

15.10. Chelsea Milling Company

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

I would like to order

Product name: Cake Mixes Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Layer Cake, Angel Food Cake, Flourless or Low- Flour Cake, Mug Cake, Others), By Flavor (Vanilla, Chocolate, Fruits & Nuts, Others), By Distribution Channel (Online, Offline), By Region & Competition, 2021-2031F

Product link: <https://marketpublishers.com/r/C84A5AA6625AEN.html>

Price: US\$ 4,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C84A5AA6625AEN.html>