



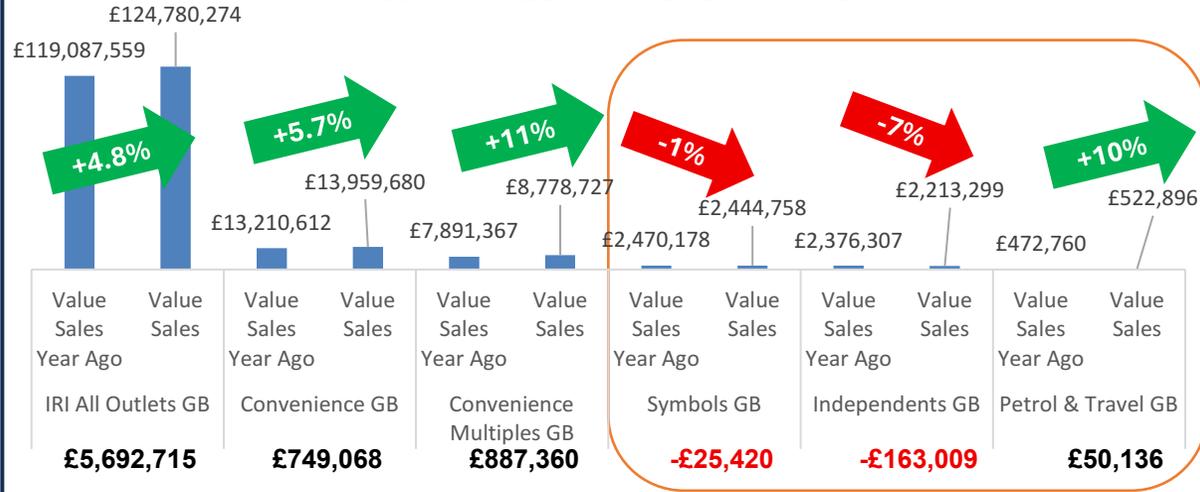
# Home Baking



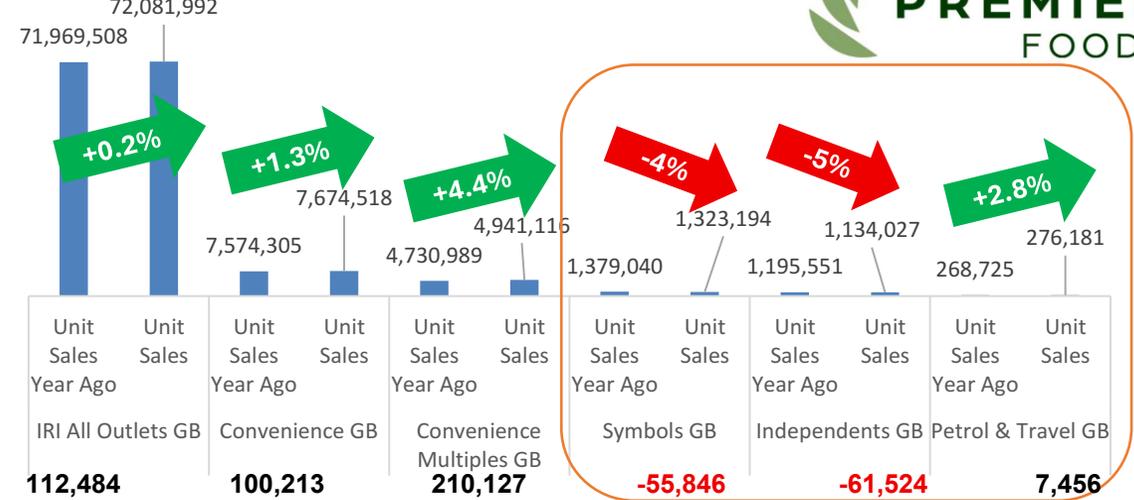
# Home Baking: category breakdown.



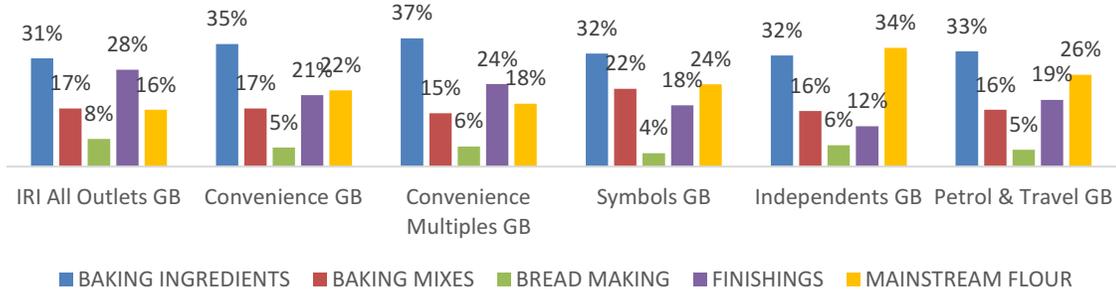
HOMEBAKING 12WK VALUE CHANGE YOY



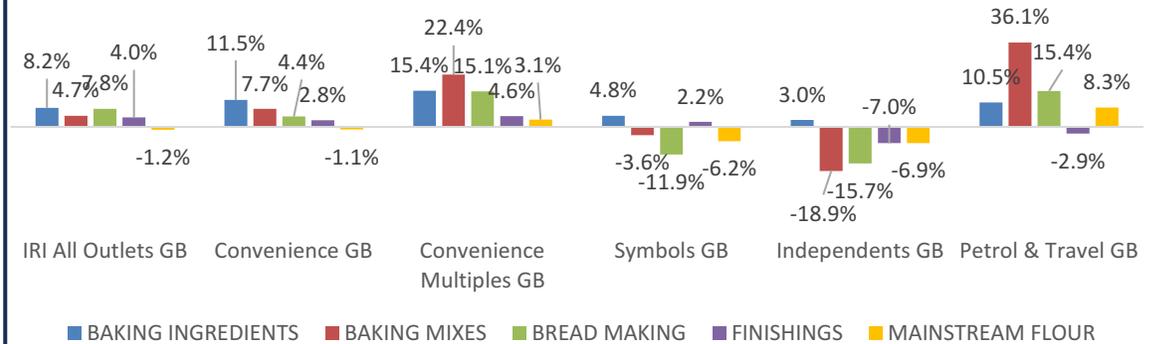
HOMEBAKING 12WK VOLUME CHANGE YOY



Sub category % Share



Sub category % Change YoY



**Symbols & Independents under performing vs the market & vs total convenience which is +11% vs year ago. Penetration decline in the market -0.2% YoY. Baking mixes driving decline in the channel. Volume per trip +1.2% and baking ingredients growing in S&I +4% YoY.**

# Baking is a scalable, important category

Category size:

£495m

Penetration:

84.9%

Buyers:

24.6m

Frequency:

9.2x  
annually

Occasions:

1.6bn



# Premier Foods Baking Portfolio

Trusted, well-loved brands at the heart of British baking & cooking

7.8% market share, outperforming the category +9.2% (category +4.7%) yet contributing 15% of Baking category growth in the last year



**#1 Flour**  
brand in the  
UK



**#1 Suet brand**  
Sell enough to  
make almost  
1 million  
dumplings a week!



**#1 Flour brand**  
in the North &  
Scotland



**#1 Cornflour**  
brand  
driving trade  
up & category  
value



**Iconic brand**  
Offers a more relevant  
category offering to  
maximise  
Breadmaking



**#2 Mixes brand**  
Attracts younger  
demographic  
into the  
category



**#1 Cake brand**  
NPD that is  
recruiting younger  
shoppers and  
trade up

<sup>(1)</sup> **Home Baking is worth £54m in the convenience channel and has grown +5.4% in the last year!**

**Baking ingredients have the <sup>(1)</sup> largest share of category with 33% share**

<sup>(2)</sup> **Home baking over trades with older shoppers and families.**

**Home Baking <sup>(2)</sup> has 61% penetration**

<sup>(1)</sup> **There are over 20m packs of McDougalls flour sold every day!**

<sup>(1)</sup> **Icings & Finishings have grown 9.4% in convenience, out performing the total market!**

<sup>(3)</sup> **There are 744million flour occasions every year!**

<sup>(3)</sup> **Health continues to be a growing needstate, +6.3% vs 3YA**

<sup>(3)</sup> **Baking is an emotionally rich category and taste is the #1 reason why people bake**

<sup>(2)</sup> **Sweet baking occasions are growing, +8% YoY**

**Younger & Families occasions <sup>(2)</sup> growing +7.1%**

(1) Circana – Convenience GB/IRI all outlets – Home Baking – 52wk Value Sales Jan 2025

(2) Kantar WPO

(3) Worldpanel Usage, Sweet Bakes occasions % 52 w/ending 20<sup>th</sup> April 2025 vs YA & 4YA

# Home Baking

## THE OPPORTUNITY

### Value of the category

Homebaking category is worth £54m in the convenience market +2.8%.



### Regionality preferences

We cater for regional preferences with McDougalls ranged in the South and Be-Ro in the North.

## GROW YOUR SALES

### Stock the big brands

At eye level-they are key to hero the category.

### Merchandise well

Space in store for home baking can be limited. Segment the fixture clearly to ensure ease for shoppers.

### Branded Flour

Consumers are showing that they are willing to pay more for branded flour, switching from OL into branded since June LY

### Maximise events

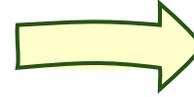
Such as Easter, Christmas & Pancake Day where we see Home Baking sales peak.

# So what can S&I retailers do?

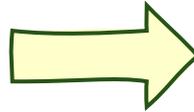


## INSIGHTS

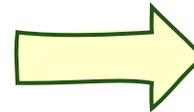
S&I out perform the total market in Baking Mixes & mixes draw in families & beginner bakers.



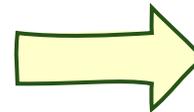
Icing is up +5% in the convenience channel VS LY – better growth than the total market. Icing and finishings seeing good growth.



During seasonal times such as Pancake Day, Easter & Christmas, we see a rise in sales of the home baking category.



Baking is an emotionally rich category and taste is the #1 reason why people bake



## ACTIONS

Ensure you are stocking the right range of family baking mixes with reputable household names. Fear of failure is one of the biggest consumer barriers when it comes to baking. Mixes eliminate fear.

Encourage shoppers to build the basket by adding icings and finishings to their shopping lists. Merchandise in a close vicinity of each other to remind consumers to grab their icing.

Use POS in store where possible to drive Pancake Day sales. Create secondary sightings for seasonal SKU's such as pancake mixes & introduce WIGIG SKU's where possible. Drive the core over Christmas, Easter & Ramadan.

Ensure plenty of chocolate offerings as this is the #1 flavour in home baking. Consumers want indulgence from home baking.

# Minimum Credible Range for Convenience

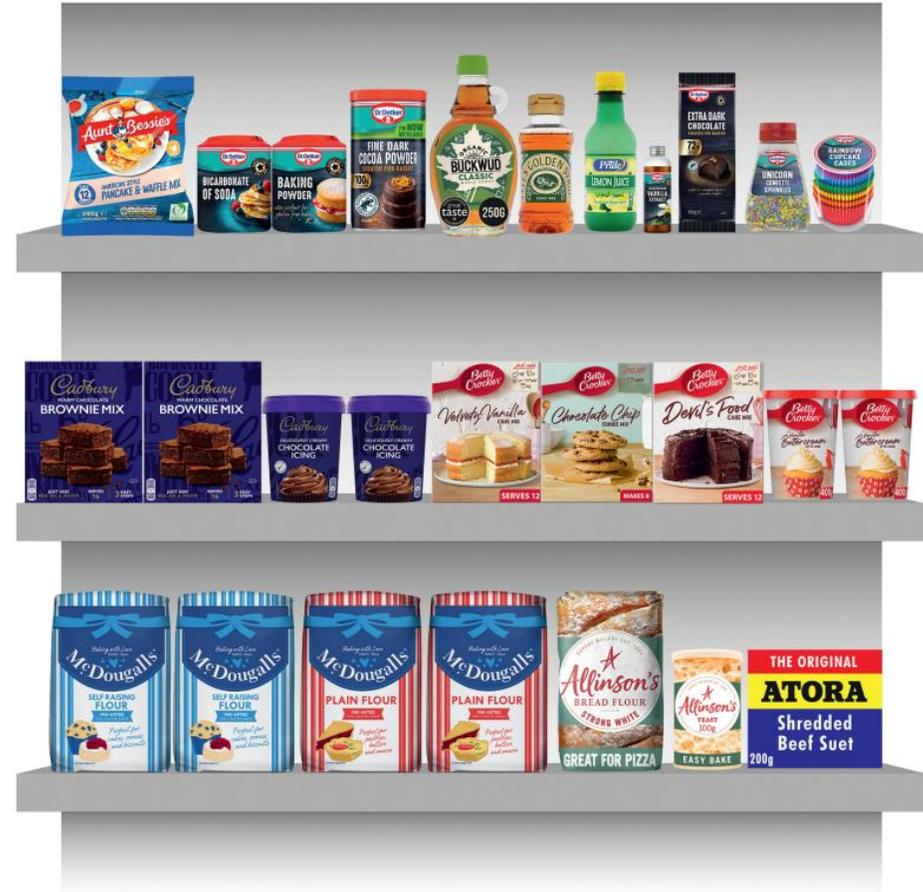
BRAND		3 Shelf	2 Shelf	1 Shelf
Dr Oetker	Dr Oetker Regular Baking Powder 170 G	Y	Y	Y
Dr Oetker	Dr Oetker Regular Baking Soda 200g	Y	Y	Y
Atora	Atora Beef Suet 200g	Y	Y	Y
Mcdougalls	Mcdougalls Plain Flour 1100g	Y	Y	Y
Mcdougalls	Mcdougalls Plain Self Raising Flour 1100g	Y	Y	Y
Betty Crocker	Betty Crocker Devils Food Chocolate Cake Mix 425g	Y	Y	Y
Betty Crocker	Betty Crocker Vanilla Cake Cake Mix 425g	Y	Y	Y
Betty Crocker	Betty Crocker Buttercream & Vanilla Icing 400g	Y	Y	Y
Betty Crocker	Betty Crocker Chocolate Fudge Brownie Mix 415g	Y	Y	
Dr Oetker	Dr Oetker Vanilla Extract 35 ML	Y	Y	
Dr Oetker	Dr Oetker Dark Cocoa Baking Chocolate Powder 190g	Y	Y	
Cadbury	Cadbury Chocolate Icing & Frosting 400g	Y	Y	
Cadbury	Cadbury Chocolate Brownie Mix 350g	Y	Y	
Allinson	Allinson Strong White Flour 1000g	Y	Y	
Allinson	Allinson Yeast Easy Bake 100g/ 42g (sachets)	Y	Y	
Dr Oetker	Dr Oetker Rainbow Baking Cases 72 Ct	Y		
Lyles	Lyles Golden Syrup 454g/ 325g	Y		
Greens	Greens Pancake Mix 155G	Y		
Brown & Polson	BROWN & POLSON PLAIN FLOUR CORN 500 GR	Y		
Dr Oetker	DR OETKER PARTY CANDLES 18 CT	Y		
Dr Oetker	DR OETKER FINE COOKS EXTRA DARK CHOCOLATE BAKING BLOCK 100 GR	Y		
Dr Oetker	DR OETKER WHITE ICING READY TO ROLL 1000 GR	Y		
Dr Oetker	DR OETKER SUGAR SPRINKLES EDIBLE CAKE DECORATN ASSORTED COLOURS 65 GR	Y		
Dr Oetker	DR OETKER MARSHMALLOW EDIBLE CAKE DECORATN PINK AND WHITE 100 GR	Y		
Dr Oetker	Dr Oetker SUPERCOOK MILK CHOCOLATE CHIPS BAKING CHIP 100 GR	Y		
Dr Oetker	DR OETKER GEL FOOD COLOUR COLOURING PLATC TB IN CRDBR BX 15 GR	Y		
Jif	JIF LEMON JUICE 55 ML	Y		

## MUST STOCK SKU'S



# Planograms & support for retailers

[grocerypartners.co.uk/wp-content/uploads/2025/10/Home-Baking-Planogram-2023.pdf](http://grocerypartners.co.uk/wp-content/uploads/2025/10/Home-Baking-Planogram-2023.pdf)



For more information visit  
[www.grocerypartners.co.uk](http://www.grocerypartners.co.uk)