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Sweet

Baked Goods:

United States

December 2015



Highlights

Market Overview

The Market | The Marketers | Marketing, New Product and Retail Trends | The Consumer

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ABOUT THIS REPORT

Scope & Method

This report forecasts annual US retail sales of sweet baked goods in US dollars for 2015-2019. To illustrate historical trends, total demand is provided in an annual series from 2005 to 2014.

All retail channels that sell consumer packaged sweet baked goods are covered and considered in arriving at overall market size estimates, market trends, and competitive analysis. Not included in the scope of this report are sales through independent bakeries or sales of fresh products from in-store bakeries of retailers. Packaged products sold in the in-store bakery section and covered by Information Resources (IRI) are included. This report also excludes dough products and mixes for making sweet baked goods, and breakfast/cereal, granola, and other snack bars.

This report quantifies trends in various measures of growth. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

A full outline of report items by page is available in the [Table of Contents](#).

Sources

Sweet Baked Goods: United States (FF10031) is based on [Sweet Baked Goods: US Market Trends](#), a comprehensive industry report published by Packaged Facts in December 2015.

The information in this report was obtained from both primary and secondary research. Primary research included proprietary Packaged Facts online consumer surveys as well as consultation with industry sources and on-site examinations of the retail sector. Secondary research entailed gathering data from relevant trade, business and government sources, as well as company promotional literature and annual reports.

Our estimates of market size and company performance are based on various sources including reported revenues of product manufacturers and retailers, publications, and other market research sources. Our analysis of consumer trends relies on data from various sources including national online consumer usage surveys conducted in November 2015 by Packaged Facts, and Simmons National Consumer Surveys for

Spring 2005 through Spring 2015 from Experian Marketing Services. The Packaged Facts national online consumer surveys reflect a panel of 2,000 US adults (age 18+) that is balanced to the national population on the primary demographic measures of gender, age bracket, race/ethnicity, geographic region, marital status, presence or absence of children in the household, and household income. On an ongoing basis, Experian Marketing Services conducts booklet-based surveys of a large and random sample of consumers (approximately 25,000 for each 12-month survey compilation) who in aggregate represent a statistically accurate cross-section of the US population.

Specific sources and additional resources are listed in the [Resources](#) section of this publication for reference and to facilitate further research.

Industry Codes

The topic of this report is related to the following industry codes:

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
311320	Chocolate and Confectionery Mfg from Cacao Beans	2034	Dried and Dehydrated Fruits, Vegetables, and Soup Mixes
311330	Confectionery Mfg from Purchased Chocolate	2052	Cookies and Crackers
311340	Nonchocolate Confectionery Mfg	2053	Frozen Bakery Products, Except Bread
311423	Dried and Dehydrated Food Mfg	2064	Candy and Other Confectionery Products
311813	Frozen Cakes, Pies, and Other Pastries Mfg	2066	Chocolate and Cocoa Products
311821	Cookie and Cracker Mfg		

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RESOURCES

Packaged Facts

Sweet Baked Goods: US Market Trends, December 2015

www.packagedfacts.com

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The Freedonia Group

www.freedoniagroup.com

Related Industry Studies

3397 World Flavors & Fragrances, March 2016

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Convenience Store Decisions

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FoodBev.com

www.foodbev.com

Food Business Review

www.food-business-review.com

Food Processing

www.foodprocessing.com

Food Technology

www.ift.org/foodtechnology

Progressive Grocer

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Snack Food & Wholesale Bakery

www.snackandbakery.com

Supermarket News

www.supermarketnews.com

Agencies & Associations

American Sugar Alliance

www.sugaralliance.org

Experian Marketing Services

www.experian.com

Information Resources

www.iriworldwide.com

Simmons National Consumer Study

www.simmonssurvey.com

SNAC International

<http://snacintl.org>

United States Census Bureau

www.census.gov

United States Department of Agriculture

www.usda.gov

United States Food and Drug Administration

www.fda.gov

United States International Trade Commission

www.usitc.gov

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