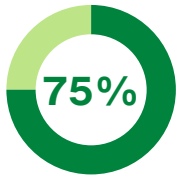


CAKES:

# Sweet slices of joy



From that first-birthday smash cake to towering bridal masterpieces to Tuesday dessert, cakes serve up celebration, community and caring by the forkful.



of consumers say cake brings joy to life<sup>1</sup>



4 in 10

Enjoy cakes & cookies more than once per week<sup>2</sup>

55%+

Are planned purchases<sup>3</sup>

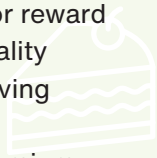


## Multi-layered desire drives demand

“Homemade taste” is what 70% of cake buyers say they’re craving.<sup>4</sup> But Cargill research shows that expectations become more nuanced across grocery aisles.

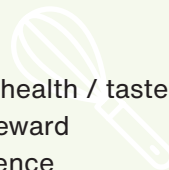
### In-Store Bakery

- Special treat or reward
- Consistent quality
- Satisfies a craving
- Good texture
- Feels more premium



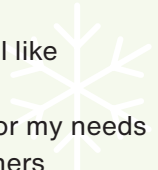
### Baking Mixes

- Good texture
- Affordable
- Good balance of health / taste
- Special treat or reward
- Worth the indulgence



### Frozen

- Not overly messy
- Flavors / varieties I like
- Reliable favorite
- Right pack sizes for my needs
- Can share with others



## Opportunity rising

Fueled by innovation, the North American cake market is projected to reach \$24.1 billion on a 2.6% CAGR, with the following category projections from 2026–2030:<sup>5</sup>



In-Store Bakery  
**+2.5%**



Baking Mixes  
**+3.0%**



Frozen Cakes  
**+2.8%**

## Irresistible, any way you slice it

Fresh, frozen or mix, cakes offer a canvas for unlimited creativity. Here are some of the trends fueling innovation now.

- **“Little treat” culture:** Smaller portion sizes satisfy needs for intentional indulgence, value pricing and less waste than full-size packages.
- **Buzz-worthy experiences:** Think burn cakes, “chaos” cakes and maximalist, multi-layered cakes.
- **Surprising flavors:** Novel pairings, global palates and “newstalgic” twists on tradition.



# Oven-ready solutions for cake innovation

Starting with high-quality batter ingredients and finishing with eye-catching decorations, you can depend on Cargill for a comprehensive portfolio of cake ingredients and the technical expertise to make them irresistible.

## Fats

Contribute to texture, tenderness, flavor & structure

*Consider: Regal™ cake & icing shortening*

## Hydrocolloids

Improve structure, texture, viscosity, moisture retention & stability

*Consider: Cargill™ xanthan gum*

## Sugars & Sweeteners

Support sweetness, browning & moisture retention

*Consider: Cargill™ granulated cane sugar*

## Salts

Balance flavor, support browning & crumb structure

*Consider: Top-Flo® granulated salt*

## Cocoa Powder

Adds chocolatey taste & rich color; options for fat, alkalization & color

*Consider: Gerkens® Sienna™ cocoa powder*

## Lecithin

Supports emulsification & extends shelf life

*Consider: Emulpur™ deoiled lecithin*

## Starches

Provide batter viscosity, structure, texture, moisture retention & stability

*Consider: PolarTex® instant starch*

*Our team is happy to make specific ingredient recommendations based on your application & objectives.*

**Let's bake it great.**

To learn more, contact your Cargill representative or visit [cargill.com](https://www.cargill.com).

#### SOURCES:

<sup>1</sup> Cargill proprietary research. "Sweet Delights: Sweet Baked Goods Demand Drivers." 2025.

<sup>2</sup> Innova. "Sweet Baked Goods." 2024.

<sup>3</sup> Ibid. Cargill "Sweet Delights."

<sup>4</sup> Ibid.

<sup>5</sup> Euromonitor. January, 2026.

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