



California Raisins UK

Consumer Press Release



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A New Look at Home Baking

Young people struggling to make ends meet have sparked the biggest home baking boom since the 70's. Nearly four in 10 more Britons aged 18-34 are now baking their own bread, cakes, pies, and pastries at home. The home baking market is now worth over £628million and sales have grown by around 26% over the past few years (Kantar research).

Home baking comprises a broad spread of products at one end are traditional ingredients like culinary nuts, dried fruit and cooking chocolate and perennial products for home baking fans such as cake decorations and flavourings and at the other hyper-convenient lines like baking mixes and ready-made pastry.

Back in the affluent 90's home baking was a neglected sector that marketers reckoned was of little interest to the 'alpha consumers' young adults with money to spend back then, it had an ageing consumer base and few brands were actually putting money into it. Now it's a different picture entirely.

First, the healthy eating trend has encouraged people to think twice about cooking from scratch and home-baking. California raisins are the perfect ingredients to be included. California raisins are available in large format bags with a minimum shelf life of 12 months making them the perfect ingredient for keen bakers to purchase and store in their cupboards at home.

California Raisins are also the perfect high-quality fruit ingredient at a low cost.

Visit our website on a regular basis for new exiting baking ideas and some great competitions to enter at www.californiaraisins.co.uk



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