

# Convenience Drives Cake Sales

Americans' tendency toward indulgence proved stronger than ever in 2009. Consumers spent \$2,710 per store per week nationally on cakes in the 52 weeks ending November 28, 2009. This was an increase of 2.3% compared to the previous 52-week period. Cakes accounted for 28.5% of total bakery department dollar sales.

Decorated cakes and dessert cakes were the two largest segments of the cakes category. Together, decorated cakes and dessert cakes combined to represent more than 51% of dollar sales. Cupcakes were third with 9.9% of sales. The remaining 38.7% sold

through a variety of forms including crème/pudding cakes, snack cakes, cheesecakes, and individual desserts among others.

Nationally, mousse cake sales increased the most when comparing year on year, up 18.8%, followed by cupcakes and individual desserts, up 11.8% and 8.4% respectively. Ice cream cakes and wedding cakes recorded the largest declines versus year ago.

Cakes' dollar sales spiked during Mother's Day and Easter, which are prominent family get-together occasions. The highest sales from the

52-week period were reported during Mother's Day (\$3,649 per store/week). Easter ranked second, generating \$3,282 per store/week.

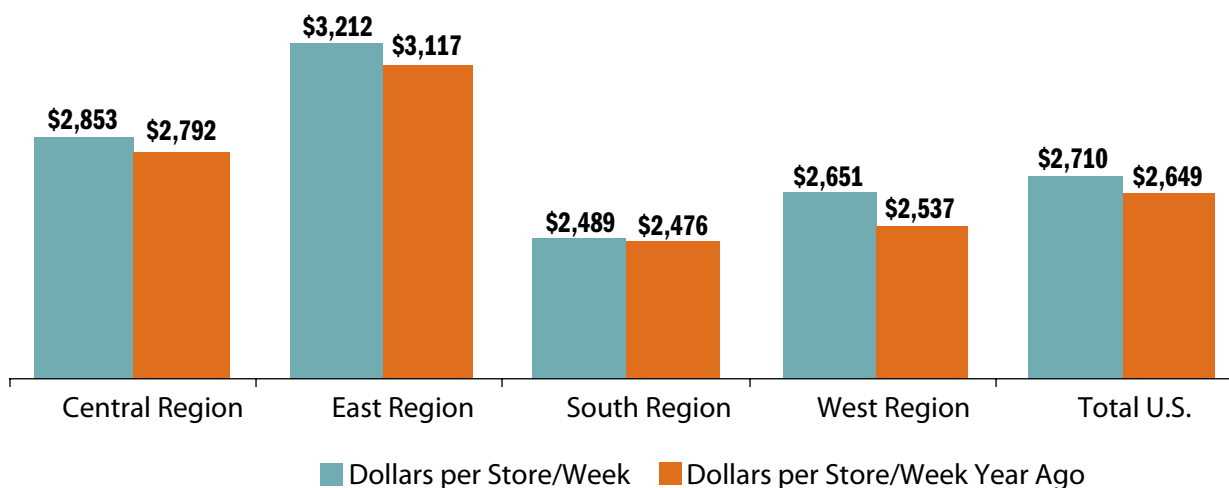
Decorated cakes recorded the largest increase over the annual average during Mother's Day week. Decorated cake sales peaked at \$1,324, an increase of 43.2% over the annual average per store per week sales during the 52-week period. During the week of Easter, decorated cakes sold 57.6% more in dollar sales than the annual per store weekly average, at \$987 per store.

At \$3,212, the East region had

**Figure 1**

## Cakes Dollars Sales per Store per Week by Region

(52 Weeks Ending 11/28/09)



the highest sales per store per week, up 3.1% versus the previous 52-week period. Despite having a higher dollar velocity in cakes, dollar contribution to department in the East was actually lower than other regions, representing 23.1% of total bakery dollar sales. Wedding cakes demonstrated the strongest growth in the East, up 96.6% in per week per store dollar sales versus the previous 52-week period.

The Central region had the second highest sales velocity, up 2.2% compared to the previous period, with \$2,853 per store per week. Cakes contributed 27.8% to overall bakery dollar sales in the Central region.

Cupcakes recorded the largest dollar velocity increases in the Central region, up 10%.

The West region increased cake sales 4.5% to \$2,651 per store per week, comprising 28.5% of total bakery department sales. Crème/pudding cakes demonstrated the largest dollar sales growth in the West region, up 32.6%. Mousse cakes demonstrated the second largest growth rate, 25.6%.

The South region had the lowest cake dollar velocity with \$2,489 per store per week, up 0.5% compared to the previous period. Overall, cakes had the highest contribution in the South, accounting for 33.2% of all bakery department sales. The largest

gains in the South were experienced in mousse cakes and tortes, up 23.6% and 12.4% respectively.

This sales review is provided by the Perishables Group, Inc., Chicago, IL, an independent consulting firm focused on innovation and creating value for clients in the fresh food industry. Reported results are for Dec. 6, 2008, through Nov. 28, 2009, representing more than 63% of national supermarket ACV share. Sales data provided by Perishables Group FreshFacts powered by Nielsen.

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