



Home baking: Cause a stir in a rising market

Ben Bold, [Packaging News](#), 03 March 2010

Home baking has experienced a renaissance as recession-hit Britons tighten their belts. Ben Bold looks at packaging's role in its success story

Gardner adds that the Cekacan is still popular: "Younger consumers especially find this packaging attractive and it is seen as a favourite with the 'occasional baker'," she says.

Fencor Packaging, which manufactures corrugated shelf-ready packaging for many baked goods brands, recently worked on an innovative form of cake packaging for start-up bakery firm Nutty Tarts. Fencor designed and sourced specialist micro-flute material to make a corrugated baking tray, into which Nutty Tarts pour raw cake mixture, which is then baked before going on shelf.

Elsewhere, The Food People's Banks reckons that there are opportunities for further packaging innovations, but argues that they are at the top end of the market for premium ingredients.

Differentiation through design

While technical packaging innovations are rare, one area in the sector that has experienced more dramatic change is on-pack branding. As the market for home baking grows, so too does the number of brands residing in that market. Consequently, there is a greater need for brands to differentiate themselves.

Extract from Packaging News dated 03 March 2010