**A SURVEY ON CONSUMER PREFERENCES AND TRENDS IN CAKE**

**ABSTRACT:**

This study examines cake consumption patterns among youth aged 18–24 in Anand City, Gujarat, based on data from 100 respondents collected via a web-based questionnaire. The majority were undergraduates from urban, middle-income households, with 55% male and 45% female participants. Celebratory occasions drove 91% of cake purchases, with Chocolate (86%), Black Forest (53%), and Red Velvet (36%) emerging as the most preferred flavors. Medium-sized 500gm cakes were popular for their convenience and shareability. Aesthetics played a significant role, as 71% favored modern, themed cake designs. Freshness was rated very important by 74% of respondents, while 64% viewed cake quality as high. Additionally, 56% were willing to pay more for cakes made with organic or premium ingredients, and 38% were open to it depending on the price. While 84% preferred purchasing from physical bakeries, 41% had tried ordering online, with 54% expressing satisfaction and 17% reporting dissatisfaction—highlighting the need for better digital service. Preferences between custom and ready-made cakes were nearly equal, with 51% showing interest in both. Overall, the findings indicate a trend-sensitive, quality-conscious, and health-aware youth market, offering significant opportunities for bakeries and food businesses to innovate in flavor, design, health appeal, and online delivery services.

Keywords: Consumer behavior, Cake consumption, Cake preferences, Cake flavors, Freshness perception, Customized cakes.

**(I) Introduction**

India’s bakery sector, particularly the cake segment, has experienced significant transformation in recent years, driven by rapid urbanization, evolving consumer lifestyles, and increasing disposable incomes. The Indian bakery market was valued at approximately USD 13.8 billion in 2024 and is projected to reach USD 31.5 billion by 2033, reflecting a compound annual growth rate (CAGR) of 9.12% [1]. This growth is indicative of the rising demand for ready-to-eat (RTE) bakery products, including cakes, which cater to the convenience sought by modern consumers.

Cakes, once considered luxury items reserved for special occasions, have become commonplace in Indian households. The increasing popularity of cakes is attributed to factors such as the expansion of e-commerce platforms, the rise of café culture, and the growing trend of celebrating personal milestones with customized confections [2]. The demand for personalized cakes for events like birthdays, weddings, and anniversaries has led to a surge in customized cake offerings, fueling innovation and creativity within the industry [3].

Health consciousness among consumers has also influenced cake consumption patterns. There is a growing preference for healthier alternatives, such as gluten-free, sugar-free, and vegan cakes, aligning with the broader shift towards mindful eating and wellness [4]. This trend has prompted bakeries to innovate and diversify their product portfolios to meet the evolving dietary preferences of consumers.

The proliferation of online food delivery services and the convenience of ordering cakes through digital platforms have further propelled the growth of the cake market. The online cake delivery segment has witnessed significant expansion, offering same-day or midnight delivery options that appeal to urban consumers seeking convenience and variety [2].

This study aims to explore current consumer preferences, behaviors, and trends in cake consumption. This survey helps to understand factors influencing consumer cake choices such as taste, design, price, brand reputation, and occasion-based demand as well as the demographic patterns that shape these choices. The insights derived will contribute to a better understanding of evolving consumer behavior in India’s bakery segment and can guide manufacturers and retailers in aligning their offerings to market needs.

**(II) Review of literature**

Singh, R. *et al.* (2021), this study examines how urban consumers in India perceive cakes made with healthier ingredients such as whole wheat, jaggery, and organic flavors. It finds that health-conscious millennials and working professionals show a high willingness to try cakes labeled as "low-sugar" or "organic," provided the taste is not compromised. The study also highlights that awareness of health benefits plays a crucial role in influencing purchase intentions, especially when supported by clear labeling and brand trust. Furthermore, the research indicates that consumers are more inclined to accept healthier cakes during festive seasons and personal celebrations if these products are attractively packaged and competitively priced. Overall, it suggests a shift toward health-oriented indulgence among urban cake consumers.

Patel, M. *et al.* (2020), the paper highlights that chocolate remains the most preferred flavor across age groups, followed by red velvet and fruit-based varieties. Customized cakes with unique themes and layered fillings are gaining popularity, especially among Gen Z and urban consumers celebrating events like birthdays and anniversaries. The study reveals a growing trend toward personalization, with consumers increasingly opting for designer cakes that reflect individual tastes, hobbies, or pop culture references. Seasonal flavors and fusion cakes such as mango cheesecake or rasmalai cake are also seeing rising demand. The authors emphasize that visual appeal, uniqueness in decoration, and the ability to share aesthetically pleasing cakes on social media platforms significantly influence purchase behavior in younger demographics.

Kumar *et al.* (2019), this research focuses on the frequency and occasion-based consumption of cakes. It shows that most consumers prefer medium-sized cakes for family occasions and that sponge-based cakes with cream fillings are favored. Taste, freshness, and packaging are the key deciding factors. The study further observes that purchase patterns vary by age group, with younger consumers indulging more frequently for casual occasions, while older segments reserve cake purchases for formal events like anniversaries and festivals. It also finds that consumers are increasingly influenced by availability, brand reputation, and product variety at the point of sale. Visual merchandising, display hygiene, and attractive offers in physical outlets were found to impact buying behavior significantly.

Banerjee *et al.* (2023), the paper explores how the inclusion of premium ingredients (like Belgian chocolate, organic flour, or almond milk) affects consumer purchase decisions. It concludes that there is a niche but growing segment willing to pay 15–25% more for such quality indicators, especially in metropolitan markets. The study highlights that premium ingredient labeling significantly enhances perceived product value and trust, particularly among health-conscious and affluent consumers. Additionally, the research points out that marketing strategies emphasizing ethical sourcing, sustainability, and artisanal production techniques further influence willingness to pay a premium. However, price sensitivity remains a barrier for middle and lower-income groups, indicating that premium cakes currently cater predominantly to urban elite and young professionals. The paper suggests that increased consumer education and sampling could expand market acceptance of premium cakes.

**(III) OBJECTIVES**

1. To study consumer awareness and acceptance of healthier or premium ingredients
2. To identify popular cake preferences among consumers
3. To explore consumption pattern, consumer preferences for cake types
4. To evaluate consumer behavior toward online vs. offline cake purchases and satisfaction level

**(IV) RESEARCH METHODOLOGY**

To effectively carry out the study titled “A Survey on Consumer Preferences and Trends in Cake,” a structured and methodical research design was developed. The research was conducted in March 2024, utilizing a web-based survey as the principal tool for collecting primary data. A structured questionnaire was crafted to gather relevant information based on the study’s core objectives, including preferences in cake types, purchasing behavior, consumption patterns, and satisfaction levels.

The target population included individuals aged 18 to 40 years, a segment widely recognized for actively engaging in cake purchases for personal celebrations, social gatherings, and online orders. A random sampling method was employed to ensure fairness and inclusivity, allowing each eligible respondent within the defined demographic an equal chance of being selected. This helped reduce selection bias and enhanced the overall validity and applicability of the findings.

A total of 100 respondents participated in the survey. The data collected was methodically compiled and analyzed using descriptive statistical tools. Techniques such as tabulation, pie charts, and bar graphs were used to illustrate consumer preferences in terms of cake flavors, size, frosting type, packaging, and their attitudes toward online vs. offline cake purchases.

This structured approach provided clear and actionable insights into the evolving trends and consumer expectations in the cake segment, helping to better understand market demand and potential areas for product development and service improvement.

**(V) RESULTS AND DISCUSSION**

**5.1 Demographic profile of respondents**

The demographic characteristics of respondents from colleges of Anand City wre surveyed, covering various aspects such as gender, age, educational level, family income and area. Table 1Below is detailed description of the data collected.

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| **Table 1: Demographic Profile of Respondents (n=100)** |
| **Sr. No.** | **Particular** | **Frequency** | **Percentage (%)** |
| **Gender** |
| 1. | Male  | 55 | 55 |
| 2. | Female | 45 | 45 |
|  | **Total** | **100** | **100** |
| **Age** |
| 1. | 18-24 | 91 | 91 |
| 2. | 25-34 | 9 | 9 |
|  | **Total** | **100** | **100** |
| **Education level** |
| 1. | HSC | 3 | 3 |
| 2. | Undergraduate | 72 | 72 |
| 3. | Postgraduate | 25 | 25 |
|  | **Total** | **100** | **100** |
| **Family income** |
| 1. | Below 10000 | 12 | 12 |
| 2. | 10000-50000 | 36 | 36 |
| 3. | 50001-100000 | 30 | 30 |
| 4. | Above 100000 | 22 | 22 |
|  | **Total** | **100** | **100** |
| **Area** |
| 1. | Rural | 48 | 48 |
| 2.  | Urban | 52 | 52 |
|  | **Total** | **100** | **100** |

1. **Gender wise distribution:** The sample comprised 55% male and 45% female participants, indicating a fairly balanced gender representation with a slight male majority.
2. **Age wise distribution:** The age wise distribution shows that the majority of the respondents (91%) belong to the 18–24 age group, while only 9% fall within the 25–34 age group. This indicates that the survey was primarily participated in by younger individuals, suggesting that insights derived from the study may predominantly reflect the preferences and trends among the youth demographic.
3. **Educational level wise distribution:** The educational background of the respondents shows that a majority (72%) are undergraduates, followed by 25% postgraduates, and 3% with education up to the Higher Secondary Certificate (HSC) level. This suggests that most respondents are well-educated and currently pursuing or have completed higher education.
4. **Family income wise distribution:** The income distribution reveals that 36% of the respondents belong to the income bracket of ₹10,000–₹50,000 per month, followed by 30% in the ₹50,001–₹100,000 range. Additionally, 22% earn above ₹100,000 monthly, while 12% fall below ₹10,000, indicating a diverse range of economic backgrounds.
5. **Area wise distribution:** In terms of residential location, 52% of the respondents reside in urban areas, while 48% are from rural areas.
	1. **To study consumer awareness and acceptance of healthier or premium ingredients**

This table provides insights into consumer awareness and acceptance of healthier or premium ingredients in cakes among 100 respondents. It covers brand preferences, sweetness levels, willingness to pay for organic or high-quality ingredients, and perceptions of cake quality and freshness. The data helps understand consumer attitudes toward health-conscious options and premiumization trends in the cake market.

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| **Table 2: Consumer awareness and acceptance of healthier for premium ingredients (n=100)** |
| **Sr. No.** | **Particulars** | **Frequency** | **Percentage** |
| **Awareness** |
| 1. | Real Bakers | 63 | 63% |
| 2. | Atul Bakery | 50 | 50% |
| 3. | Monginis | 56 | 56% |
| 4. | Dangee Dums | 31 | 31% |
| 5. | Ever Fresh | 36 | 36% |
| 6. | Kabhi B Bakery | 32 | 32% |
| 7. | Other | 28 | 28% |
|  | **Total** | **100** | **100** |
| **Sweetness** |
| 1. | Very Sweet | 2 | 2% |
| 2. | Sweet | 41 | 41% |
| 3. | Moderately sweet | 55 | 55% |
| 4. | Less Sweet | 2 | 2% |
| 5. | Unsweet | 0 | 0% |
|  | Total | **100** | **100** |
| **Organic or high-quality ingredients** |
| 1. | Yes | 56 | 56% |
| 2. | No | 6 | 6% |
| 3. | Maybe, depending on the price difference | 38 | 38% |
|  | **Total** | **100** | **100** |
| **Quality of cakes** |
| 1. | Very high quality | 10 | 10% |
| 2. | High quality | 64 | 64% |
| 3. | Average quality | 24 | 24% |
| 4. | Below average quality | 1 | 1% |
| 5. | Poor quality | 1 | 1% |
|  | **Total** | **100** | **100** |
| **Fresh cakes** |
| 1. | Very important  | 74 | 74% |
| 2. | Important | 9 | 9% |
| 3. | Moderately | 6 | 6% |
| 4. | Not important | 5 | 5% |
| 5. | Not at all important | 6 | 6% |

1. **Awareness about different cake brands:** The data indicates that 63% of the respondents prefer Real Bakers, making it the most favored bakery among the group. This is followed by Monginis, preferred by 56% of respondents, and Atul Bakery, chosen by 50%. Other notable preferences include Ever Fresh (36%), Kabhi B Bakery (32%), and Dangee Dums (31%). Additionally, 28% of respondents indicated a preference for other bakeries, reflecting a varied range of bakery choices among the participants.
2. **Sweetness:** The majority of respondents, 55%, prefer cakes that are moderately sweet. A significant portion, 41%, favor sweet cakes, while only a small fraction of respondents prefer very sweet (2%) or less sweet (2%) cakes. None of the respondents chose unsweetened cakes. This indicates a general preference for moderate sweetness levels among the participants.
3. **Organic or high-quality ingredients:** The data reveals that 56% of respondents are willing to pay more for cakes made with organic or high-quality ingredients. Additionally, 38% expressed conditional willingness, indicating they may pay more depending on the price difference. Only 6% are not willing to pay extra. This suggests a strong consumer inclination toward premium ingredients, provided the cost remains reasonable.
4. **Quality of cakes:** The majority of respondents, 64%, rated the product quality as high, while 10% considered it to be of very high quality. About 24% perceived the quality as average. Only a small fraction of respondents rated the quality as below average or poor, each constituting 1%. This suggests a generally positive perception of product quality among the respondents.
5. **Fresh cakes:** The results show that 74% of respondents consider it very important that cakes are freshly baked, highlighting freshness as a key quality expectation. An additional 9% regard it as important, while 6% consider it moderately important. Only a small portion of respondents view freshness as not important (5%) or not at all important (6%). This indicates a strong overall preference for freshness in cake purchases.

**5.3 To identify popular cake preferences among consumers**

This table highlights consumer preferences and perceptions regarding various cake attributes among 100 respondents. It includes popular cake flavors, preferred cake sizes, and favored design styles. The data also reflects the importance of visual appeal and portion sizes in purchase decisions, providing valuable insights into consumer trends and aesthetic preferences in the cake market.

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| **Table 3: Popular cake flavors, sizes, and designs**  **(n=100)** |
| **Sr. No.** | **Particulars** | **Frequency** | **Percentage** |
| **Flavors** |
| 1. | Chocolate | 86 | 86% |
| 2. | Vanilla | 34 | 34% |
| 3. | Red Velvet | 36 | 36% |
| 4. | Fruit (e.g., strawberry, lemon) | 26 | 26% |
| 5. | Coffee/Tea-flavored | 8 | 8% |
| 6. | Butterscotch | 27 | 27% |
| 7. | Black Forest | 53 | 53% |
| 8. | White Forest | 12 | 12% |
|  | **Total** | **100** | **100** |
| **Size** |
| 1. | Single slice | 12 | 12% |
| 2.. | Small (e.g., mini cakes, cupcakes) | 11 | 11% |
| 3. | 250 gm | 21 | 21% |
| 4. | 500gm | 48 | 48% |
| 5. | 1kg | 8 | 8% |
|  | **Total** | **100** | **100** |
| **Design** |
| 1. | Yea | 71 | 71% |
| 2. | No | 10 | 10% |
| 3. | Occasionally | 19 | 19% |
|  | **Total** | **100** | **100** |

1. **Flavors:** The data reveals that chocolate is the most preferred flavor, favored by 86% of respondents. Other popular flavors include Black Forest 53%, Red Velvet 36%, and Vanilla 34%. Butterscotch 27% and fruit flavors such as strawberry and lemon 26% also hold moderate appeal. Coffee and tea-flavored cakes are the least preferred, with only 8% of respondents indicating a liking for these flavors. White Forest is chosen by 12% of participants, reflecting a niche preference. Overall, the preferences highlight a strong inclination towards classic and rich cake flavors.
2. **Size:** The data shows that nearly half of the respondents 48% prefer purchasing cakes weighing 500 grams. This is followed by 21% who opt for cakes weighing 250 grams. Smaller portions such as a single slice and small items like mini cakes or cupcakes are preferred by 12% and 11% of respondents, respectively. Only 8% of participants choose larger cakes weighing 1 kilogram. These results indicate a strong preference for medium-sized cakes among the respondents.
3. **Designs:** The data shows that a majority of respondents 71% enjoy cakes with unique or modern designs such as geometric, abstract, or themed styles. An additional 19% like such designs occasionally, while only 10% expressed no interest. This indicates a strong overall appreciation for creative and visually appealing cake designs among the participants.
	1. **To explore consumption pattern, consumer preferences for cake types**

This section explores consumption patterns and consumer preferences for different types of cakes among 100 respondents. It examines the frequency of cake consumption, primary reasons for purchase, and preferences for custom versus ready-made cakes. The findings offer insights into how often consumers engage with cakes and their inclinations toward personalization and convenience in cake choices.

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| **Table 4: Consumption pattern, consumer preferences for cake types (n=100)** |
| **Sr. No.** | **Particulars** | **Frequency** | **Percentage** |
| **Consumption pattern** |
| 1. | Daily | 1 | 1% |
| 2. | Monthly | 12 | 12% |
| 3. | Occasionally | 71 | 71% |
| 4. | Rarely | 11 | 11% |
| 5. | Weekly | 5 | 5% |
|  | **Total** | **100** | **100** |
| **Reasons for purchasing** |
| 1. | Celebrations (e.g., birthdays, weddings) | 91 | 91% |
| 2. | Special occasions (e.g., holidays, anniversaries) | 34 | 34% |
| 3. | Casual snacking | 13 | 13% |
| 4. | Gifting | 9 | 9% |
|  | **Total** | **100** | **100** |
| **Choices**  |
| 1. | Always prefer custom cakes | 7 | 7% |
| 2. | Mostly prefer custom cakes | 16 | 16% |
| 3. | Prefer both equally | 51 | 51% |
| 4. | Mostly prefer ready-made cakes | 23 | 23% |
| 5. | Always prefer ready-made cakes | 3 | 3% |
|  | **Total** | **100** | **100** |
| **Purchasing cakes online or from a physical** |
| 1 | Online | 9 | 9% |
| 2 | Physical store | 84 | 84% |
| 3 | No preference | 7 | 7% |
|  | **Total** | **100** | **100** |

1. **Consumption pattern:** The frequency analysis reveals that a majority of respondents, 71%, visit occasionally, indicating infrequent but regular engagement. Monthly visits account for 12% of the respondents, while those who visit rarely constitute 11%. Weekly visitors make up 5%, and only 1% of respondents reported daily visits. This distribution highlights that most participants tend to visit on an occasional basis rather than following a fixed routine.
2. **Reasons for purchasing:** The data shows that the majority of respondents 91% consume cakes primarily for celebrations such as birthdays and weddings. Special occasions like holidays and anniversaries account for 34% of cake consumption. Additionally, 13% of respondents consume cakes for casual snacking, while 9% use cakes as gifts. This indicates that cakes are predominantly associated with celebratory events among the participants.
3. **Choices (custom cakes or ready-made):** The data shows that 51% of respondents prefer both custom and ready-made cakes equally. Among the remaining participants, 16% mostly prefer custom cakes, while 7% always prefer custom cakes. On the other hand, 23% mostly prefer ready-made cakes, and 3% always prefer ready-made cakes. This indicates a balanced preference overall, with a slight inclination towards flexibility in cake choice.
4. **Purchasing cakes online or from a physical:** The majority of respondents 84% prefer purchasing cakes from physical stores, indicating a strong inclination toward in-person shopping experience. Only 9% favor online purchases, while 7% have no specific preference. This reflects that traditional retail outlets remain the dominant choice for cake buyers, with limited but emerging interest in online platforms.

**5.5 To evaluate consumer behavior toward online vs. offline cake purchases and satisfaction**

This table evaluates consumer behavior related to online and offline cake purchases among 100 respondents. It covers preferred purchasing channels, frequency of online cake orders, and satisfaction levels with online ordering experiences. The data provides insights into the current market dynamics and potential growth opportunities in digital cake retailing, as well as areas for improvement in customer service.

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| **Table 5: Consumer behavior toward online vs. offline cake purchases and satisfaction (n=100)** |
| **Sr. No.** | **Particulars** | **Frequency** | **Percentage** |
| **Place of Purchase** |
| 1. | Bakery | 88 | 88% |
| 2. | Home baker | 7 | 7% |
| 3. | Online cake delivery service | 5 | 5% |
|  | **Total** | **100** | **100** |
| **Ordered a cake online** |
| 1. | Yes | 41 | 41% |
| 2. | No | 59 | 59% |
|  | **Total** | **100** | **100** |
| **Satisfaction Level** |
| 1. | Very satisfied | 11 | 27% |
| 2. | satisfied | 11 | 27% |
| 3. | Moderately | 12 | 29% |
| 4. | Dissatisfied | 4 | 10% |
| 5. | Very dissatisfied | 3 | 7% |
|  | **Total** | **41** | **100** |

1. **Place of Purchase:** The data indicates that a vast majority of respondents, 88%, purchase cakes from bakeries. Home baker cakes are chosen by 7% of respondents, while 5% prefer using online cake delivery services. This distribution suggests a strong preference for bakery-sourced cakes among the participants.
2. **Ordered a cake online:** The data indicates that 59% of respondents have never ordered a cake online, while 41% have. This suggests that although a significant portion of participants are familiar with online cake purchasing, the majority still rely on traditional offline methods, pointing to potential growth opportunities for digital ordering platforms.
3. **Satisfaction Level:** Among the 41 respondents who have ordered cakes online, 27% reported being very satisfied with their experience, while an equal 27% indicated they were satisfied. A slightly larger group, 29%, described their satisfaction as moderate. On the other hand, 10% were dissatisfied, and 7% were very dissatisfied with the service. Overall, the majority of online customers express a positive or neutral experience, though there remains room for improvement in service quality.

**(VI) Major Findings**

The study revealed that cake consumption in Anand city is significantly influenced by a young and educated demographic, with 91% of respondents aged between 18–24 years and 72% pursuing undergraduate studies. A slight male majority (55%) was observed, and most participants hailed from urban areas (52%) and middle-income families, earning between ₹10,000–₹50,000 per month. This demographic profile suggests that the cake market in Anand is largely driven by college-going youth who are socially active and likely to participate in celebratory occasions.

Consumption patterns indicate that cakes are primarily purchased for celebrations such as birthdays, weddings, and special holidays, with 91% of respondents citing these occasions as their main reason for buying cakes. Casual snacking and gifting were much less common. The majority of consumers (71%) buy cakes occasionally, while only a small number make weekly or daily purchases, reinforcing the idea that cakes are still seen as a premium or celebratory item rather than a regular food product.

When it comes to flavor preferences, chocolate emerged as the clear favorite, preferred by 86% of respondents, followed by Black Forest (53%) and Red Velvet (36%). This points to a strong inclination toward rich, indulgent flavors among the youth. The 500-gram cake size was the most popular (48%), indicating a preference for medium-sized, shareable portions, especially for small gatherings. Visual appeal also plays a key role in purchasing decisions, with 71% of consumers expressing a liking for modern, themed, or uniquely designed cakes highlighting the importance of aesthetics alongside taste.

Consumers showed considerable awareness and acceptance of premium and healthier cake options. A significant 56% were willing to pay more for cakes made with organic or high-quality ingredients, while another 38% were conditionally willing depending on price. Moreover, freshness was a top concern, with 74% considering it very important that cakes are freshly baked. This indicates that while indulgence remains central, health consciousness and quality expectations are rising.

In terms of purchasing behavior, 84% of respondents preferred buying cakes from physical stores, and only 9% favored online platforms, although 41% had tried online ordering at least once. Among those who had ordered online, satisfaction was generally positive 27% were very satisfied and another 27% were satisfied, although 17% expressed dissatisfaction, indicating areas for improvement in delivery and service. Most consumers (51%) showed equal preference for custom and ready-made cakes, suggesting that flexibility in options is valued.

Overall, the survey highlights a market that is youth-driven, celebration-oriented, and increasingly quality- and design-conscious. While traditional in-store purchasing remains dominant, there is a growing openness toward online platforms, signaling an opportunity for bakeries to invest in digital services. Health, freshness, aesthetic presentation, and brand reputation are key factors influencing consumer decisions, offering clear direction for cake retailers aiming to align with evolving customer preferences.

**(VII) Conclusion**

The demographic analysis shows that the majority of cake consumers in Anand city are young adults aged 18–24, predominantly undergraduates from urban and middle-income households. This indicates that the cake market in Anand is driven largely by a youthful, educated demographic that is open to trends and values both quality and experience.

Cake consumption in the region is largely occasion-driven, with 91% of respondents associating cakes with celebrations such as birthdays and weddings. Most consumers engage with cakes occasionally (71%) rather than as a routine indulgence, reflecting the product’s role as a special treat rather than a staple. The popularity of 500gm cakes and a balanced preference for both custom and ready-made cakes indicate a demand for personalization as well as convenience.

Flavor preferences heavily lean towards classic indulgent options like chocolate, Black Forest, and Red Velvet, while modern aesthetics play a significant role in cake appeal 71% of respondents appreciate unique or themed designs. This reflects a rising trend in consumers valuing not just taste but also visual presentation and creativity in cakes.

Freshness and quality remain top priorities for consumers. With 74% considering freshly baked cakes very important and 64% rating the quality as high, it is clear that sensory satisfaction plays a vital role in purchase decisions. Additionally, over half of the respondents are willing to pay more for cakes made from organic or high-quality ingredients, which signifies a shift towards health-conscious indulgence and growing premiumization in the bakery sector.

Although traditional brick-and-mortar stores remain dominant (84%), a notable 41% of respondents have explored online cake ordering, indicating an emerging digital transition. Satisfaction with online services is generally positive, though there is room for improvement, especially in consistency and delivery experience.

Overall, the findings suggest a market that is tradition-rooted yet evolving, with increasing interest in health, aesthetics, and convenience. These insights present opportunities for bakeries and cake brands to innovate with healthier ingredients, enhance design offerings, and improve digital service experiences to better meet the expectations of the modern consumer.

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