



On Your Marks, Get Set...Bake! Brits Whip Up Over 2 Billion Cakes Each Year, According to Amazon UK

August 28, 2018

Move over Victoria sponge: The nation's favourite bake is the cheesecake, followed by cookies and lemon drizzle cake

80 percent of Brits say technology makes them a better baker

[Amazon's Get Baking Shop. Official Partner of the Great British Bake Off](#) – launches on Amazon.co.uk ensuring everyone from kitchen kings to kneading newbies can find the ingredients, equipment and information they need to become star baker

LONDON – 28 August, 2018 - To celebrate the launch of [Amazon's Get Baking Shop. Official Partner of the Great British Bake Off](#), and the return of the hit show this week, research commissioned by Amazon UK suggests that the nation is rising to the occasion, with Brits baking an average of 49 cakes each every year – or the equivalent of a staggering 2 billion* bakes.

Almost nine in 10 Brits believe that baking is more popular than ever, with over 70 percent attempting their favourite baked treat at home and more than half (55 percent) claiming to be skilled bakers. Meanwhile, only 5 percent say their cakes are always a 'disaster'.

Amazon's Get Baking Shop, which can be found at www.amazon.co.uk/gbbo, will be live throughout the hit series. Baking lovers – from aficionados to first timers – will find everything from utensils and appliances to recipe books, ingredients and more. From bread to pastry week, Amazon's Get Baking Shop offers relevant themed products for any striving star bakers looking to replicate the weekly theme or technical challenge.

According to Amazon's research, sweet-toothed Brits enjoy a serving of cake three times a week on average – or 162 times a year – with cheesecake crowned the country's most loved baked treat, beating classics, such as the flapjack, brownie, pound cake and the celebrated Victoria sponge – 'cookies' came in second as the baked treat of choice, closely followed by lemon drizzle cake. Almost eight in 10 (78 percent) agree that there isn't much that can't be sorted out with a cup of tea and a slice of cake.

It's no surprise that The Great British Bake Off recently announced the addition of 'vegan week' for the first time as 36 percent of Brits admit they would choose a vegan or healthier 'free from' option when it comes to cake if the choice is there. And it's not just for dietary reasons (9 percent), 16 percent of Brits believe it is 'better for them' and 12 percent claim to simply 'love the taste'.

The nation's top ten favourite cakes and baked treats include:

1. Cheesecake (44%)
2. Cookies (35.4%)
3. Lemon Drizzle (35.1%)
4. Victoria Sponge (33.4%)
5. Chocolate Fudge cake (33.3%)
6. Carrot cake (31.4%)
7. Chocolate Muffin (29.8%)
8. Classic Brownie (28.1%)
9. Éclair (27.2%)
10. Millionaire Shortbread (27.9%)

During the 2017 series of The Great British Bake Off, the best-selling bakeware and accessories on Amazon.co.uk included Cake Decorating Kits, Non Stick Quick release Springform Cake Tins, Digital Weighing Scales and the AmazonBasics 3-Piece Baking Sheet.

While baking is a popular British pastime steeped in tradition, technological advances haven't gone unnoticed by today's home bakers, as 80 percent of Brits admit technology makes them a better baker and nearly a fifth (17 percent) say they couldn't do without it when baking. Modern day helping hands include everything from baking apps on tablets to voice assistants such as Amazon Alexa, which over half of users find helpful for when hands are full or covered in flour; while one third of bakers use technology to quickly convert measurements like weight and temperature. Doug Gurr, UK Country Manager, Amazon said: "Like the rest of the UK, we love the Great British Bake Off here at Amazon and Amazon's Get Baking Shop, with its vast selection of equipment and ingredients can help every baker create a showstopper worthy of the star baker prize."

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Notes to Editor

Research from Ginger Comms surveyed 1,565 respondents aged between 16 - 75 from the United Kingdom

Overall number of cakes baked per year is 2,005,923,994: Using population figures obtained from [2011 census](#) for UK population aged 16 – 75 (41,126,540), baking average 4.065 cakes per month

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