

CAKE DECORATING NICHE REPORT



NicheHacks
NICHE DOMINATION SHORTCUTS

STUART WALKER

CAKE DECORATING NICHE REPORT

Content:

- 1. Niche Overview & Introduction**
- 2. Market Size & Worth**
- 3. Demographics**
- 4. Niche Demand**
- 5. Niche Growth & Monthly Searches**
- 6. Sub-Niches To Explore**
- 7. Most Popular Content**
- 8. Influential People In The Niche**
- 9. Affiliate Products**
- 10. Blogs, Forums & Social Media**
- 11. Websites Sold On Flippa.com**
- 12. Why People Are In The Niche**
- 13. Most Common Problems**
- 14. Who's Advertising**
- 15. Blog Topic Ideas**
- 16. Reasons To Get Involved In The Niche**
- 17. How To 'Hack' Your Way Into The Niche**

REPORT OVERVIEW

In this report we're going to evaluate **CAKE DECORATING** niche a relatively evergreen niche that's ready to be tapped into.

We'll cover why it's profitable, how much money is being spent in the market and who by so you know who your target audience are.

The best selling physical and digital products will be revealed so you know what to sell.

As well as looking at the most popular content in the niche, who the most influential people are alongside an examination of what the most popular blogs, forums and social media hubs are for advertising and traffic purposes.

The common problems that people in the cake decorating niche are revealed as well as blog content ideas, domain name suggestions, keywords, who's advertising and more.

Lastly we'll look at why YOU should get involved in the cake decorating niche and what you can do to dominate it.

All of the reports that we create are thoroughly researched and designed to give you a head start in making a profit from the niche.

We try and choose niches that have a wide range of different business models available but the vast majority would make perfect blog / authority sites monetized by affiliate marketing.

INTRODUCTION

CAKE DECORATING is one of the sugar arts that uses icing or frosting and other edible decorative elements to make plain cakes more visually interesting. Alternatively, cakes can be molded and sculpted to resemble three-dimensional persons, places and things.

Cakes are decorated to mark a special celebration (such as a birthday or wedding). They can also mark national or religious holidays, or be used to promote commercial enterprises. However, cakes may be baked and decorated for almost any social occasion.

Cake decorating originated in 17th century Europe. During the 1840s, the advent of temperature-controlled ovens and the production of baking powder made baking cakes much easier. As temperature control technology improved, an increased emphasis on presentation and ornamentation developed. Cakes began to take on decorative shapes, were adorned with additional icing formed into patterns and flowers, and food coloring was used to accent frosting or layers of cake.

Cake decorating was rumored to be started by a French bakery in the 1840s where a French baker wanted to increase the prices of the cakes and hence thought to decorate it.

SOURCE: [WIKIPEDIA](#)

MARKET SIZE & WORTH

- Baking chocolate sale in 2013 in US is \$122 million
- In 2012, the average minimum cost of cakes and deserts to be \$386
- UK cake market grew by 19% from 2011 to 2012
- Market value of cake industry is £492 million in UK by 2012

Source: [statisticbrain](#), [mintel](#)

DEMOGRAPHICS:

- Stay at home moms
- Professional chefs
- Pastry enthusiasts
- Young girls / girl scouts

NICHE DEMAND

Keyword	Avg Monthly Searches
cake decorating	49,500
cake design	33,100
cake decoration	14,800
cake ideas	14,800
beautiful cakes	8,100
fancy cakes	4,400

The table above shows the monthly searches on Google for this niche.

Combined they add up to around 120,000 searches a month and that's not including the thousands of long tail keywords that we haven't covered.

This is a huge niche with a lot of demand.

Common Searches

Google.com
cake decorating magazine
cake decorating classes
cake decorating games
cake recipes
cake decorating ideas
cake decorating tutorials
cake decorating supplies
cake decorating videos

Amazon.com

cake decorating books

cake decorating kit

cake decorating supplies.

Sports & Outdoors

Hunting Field Dressing Accessories

Yahoo.com

cake decorating supplies

cake decorating ideas

cake decorating classes

wilton cake decorating

free cake decorating ideas

fondant cake decorating

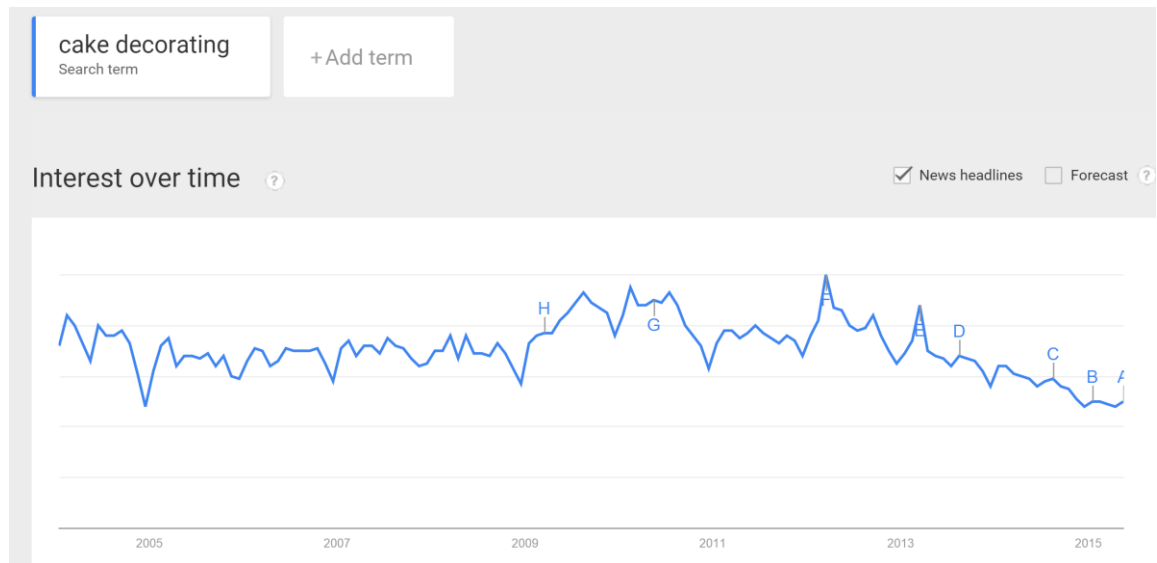
wilton cake decorating supplies
cake decorating techniques

Bing
Pictures of Cakes
Free Cake Decorating Instructions
Free Cake Decorating Ideas
Cake Decorating Supplies
Free Cake Decorating Videos
Birthday Cake Decorating Ideas
Easy Cake Decorating Ideas Pictures

As you can see people are searching for everything from cake decoration equipment to areas to courses.

This shows just how passionate this audience are about the niche.

NICHE GROWTH & MONTHLY SEARCHES



Cake decorating is stable and is predicted to remain static for years to come.

SUB-NICHES TO EXPLORE

- Cake decoration courses
- Cake decorating supplies
- Cake decoration books
- Birthday cakes
- Wedding cakes

May also be interested:

- Pastry shops
- Home cooking
- Family treats
- Cookies
- Family gatherings

MOST POPULAR CONTENT

Use the ideas here to create similar content for your site.

Most Popular Content	Shares
<u>How to Decorate a Cake</u>	39700
<u>Awesome Christmas Cake Decorating Ideas</u>	39500
<u>Homemade Cake Decorating Ideas</u>	23300
<u>Decorating cakes when you're out of ideas</u>	18200
<u>Stone gingerbread house to bake and decorate</u>	17500
<u>KARA's Youngji celebrates Hara's birthday with self-decorated cake</u>	17300
<u>Awesome decorating cake idea !</u>	11800
<u>KARA's Heo Youngji decorates cake to celebrate Goo Hara's birthday</u>	10300

As you can see people excited and motivated to share content such as hunting in this niche.

DOMAIN NAME IDEAS

Domain Names
cakedecorating.club
cakedecorating.one
cakedecorating.click
sweet-decorating.com
cakedecorating.condos
thecakedecorating.net
cake-decorating.co
cakehomedecorating.org
cake-decorating.me
cakedecoration.rocks

INFLUENTIAL PEOPLE IN THE NICHE

Name	Twitter Handle	Followers
Rita A	@one2try	5750
Susan	@grumpy1970	5378
Cara's Scrap N Stamp	@CaraScrapNStamp	2828
Phoenixx	@Phoenixx138	1353

These are the 3 most influential people in the market niche on Aromatherapy.

Network with them. Highlight or feature them in your content. Interview them. Use them to do research.

These people are NOT your enemy, but instead potential partners who can send you traffic and work with you.

AFFILIATE PRODUCTS:

The types of items you can market to Cake Decorating Niche is apparent when you look at the offerings online. People are looking for CAKE DECORATING equipment, books, special clothes etc.

Products on Amazon:

Amazon has over 132000 products listed, ranging from just zero to Hundred dollars.

1-16 of 132,061 results for **"cake decorating"**

Best Selling Products On Amazon:

Product	Avg/Price	Reviews	Rating
<u>Wilton 415-0906 Dessert Decorator Plus</u>	\$14.22	499	4.5
<u>Norpro 8 Piece Cake Decorating Set</u>	\$7.18	378	4.0
<u>The Complete Photo Guide to Cake Decorating</u>	\$19.52	191	4.8
<u>DayMark Hand-E-Grip Disposable Pastry Bag with Dispenser</u>	\$16.88	721	4.7
<u>10 Sets (33 Pcs) Plunger Cutters Sugarcraft Cake Decorating</u>	\$8.73	123	4.6
<u>Wilton Trim-N-Turn Ultra Rotating Cake Stand</u>	\$17.24	349	4.7

There will always be newer and better products **which means** buying the latest and items that will generate sales as well as repeat sales for you.

Clickbank:

Product	Price	Commission	Gravity
<u>Capture Your Cake Decorating Video Series</u>	\$9.32	35%	3.19
<u>Yummyarts Cakes, Cookies And Candies Membership</u>	\$313.60	50%	0.34
<u>How To Make A Diaper Cake Video Instructions</u>	\$7.70	60%	0.18
<u>Keikos Cake And Pastry Friends</u>	\$84.44	50%	0.52
<u>Keikos Cake And Pastry Friends</u>	\$6.73	35%	1.16

Most Clickbank products offer 35-75% commission meaning generous payouts.

Retailers on ShareASale.com

There are around 100 merchants on ShareASale selling items related to CAKE DECORATING.

CAKE DECORATING	
Results	
Products	638
Merchants	97

Most Popular:

Merchant	Commission	Cookie Length
Pretty Witty Cakes Ltd	\$ per sale	30 days
The Chocolate Belles	6-15%	365 days
CakeMade	30%	30 days
CoffeeCakes.com	12%	60 days
Marketing Cake	15%	60 days

Retailers on CJ.com

There is many retailer on CJ.com with affiliate programs related to Cake Decorating.

Retailer	Commission	3 Month EPC
ClubsGalore	7%	\$96.12
shophomemadegourmet	10%	NA

Other Affiliate Programs & Offers

These are independently run affiliate programs.

Retailer	Commission	Cookie
Capture Your Cake Decorating Video Series	35%	Unknown
Cake Tutorial	40%	Unknown
Cake Decorating Genius	75%	Unknown
Fun Cake Decorating Ideas	55%	Unknown
Cake Decorating Business Secrets	75%	Unknown

Kindle

Title	Author	Price	Star Rating	Reviews
Cake Decorating: The Ultimate Guide to Mastering Cake Decorating for Beginners in 30 Minutes or Less!	Deborah Mercy	\$3.99	4.8	4
The Contemporary Cake Decorating Bible: Over 150 techniques and 80 stunning projects	Lindy Smith	\$11.99	4.6	101
The Complete Photo Guide to Cake Decorating	Autumn Carpenter	\$11.99	4.8	191
The Contemporary Buttercream Bible: The Complete Practical Guide to Cake Decorating with Buttercream Icing	Valeri Valeriano and Christina Ong	\$9.95	4.7	53
Creative Cakes: picture and idea book for cake decorators	Kendra Lewis	\$0.99	3.2	27

Google Play Apps

Apps	Price
Delicious Cake Decoration	Fr
Wilton Cake Ideas & More	Fr
Cake Decorating Lessons	Fr
Cake Art & Design Ideas	Fr
Italian pastry and cake design	Fr
Delicious Cake Decoration	Fr

Udemy Courses

Course	# of lecture s	Rating s	# of review s	Price
Cake Decorating For Fun and Profit	77	31	10	\$5
Cake Decorating 101	9	2	N	\$2
Cake Decorating: Winter	8	0	N	\$3

Anemone Wedding Cake				
Take Cake Decorating To a New Level With a Sculpted 3D Cake	17	0	N	\$3

iTunes Apps

Course	Category	Star Rating	Reviews
Cake Maker Game	Games	4+	30260
Bakery Story	Games	4+	16012
Cupcake Maker Games	Games	4+	16578
Ice Cream Cake Decoration	Games	4+	15
Chocolate Crazy Chef	Games	4+	401
Happy Decoration	Entertainment	4+	2071
Cake Bakery	Games	4+	78

BLOGS, FORUMS AND SOCIAL MEDIA:

Use these forums, blogs and social media groups to get content ideas, network, drive traffic and inspiration.

Google blog search shows almost 6,300,000 pages, so there's no shortage of content ideas and bloggers to network with.

Top CAKE DECORATING Blogs:

Blog	Social Media	Email List
craftsy	Yes	Yes
wilton	Yes	Yes
cakejournal	Yes	Yes
epicurious	Yes	Yes
cakecupboard	Yes	Yes

Use these blogs for content ideas, networking opportunities, guest posting, traffic and more.

CAKE DECORATING Forums

Forum	Members	Posts
cakesdecor	Na	Na
cakeswebake	Na	Na
cakecentral	Na	Na
wilton	Na	Na
cakeforum	1015	1989

These are some of the top forums catering to **CAKE DECORATING**

Social Media

Facebook has tens of 1000's of people interested in **CAKE DECORATING**. It's a great place to network, advertise, get traffic, meet others in the niche and more.

Facebook Most Popular Pages

Page	# of Likes
<u>Cake Decorating</u>	400558
<u>Wilton Cake Decorating</u>	1286980
<u>Cake Decorating Central</u>	28768
<u>Cake Decorating Ideas and Tutorials</u>	12598
<u>Cake Decorating Solutions</u>	146801
<u>Cake Decorating</u>	738058
<u>Cake decorating</u>	530953

Facebook Most Popular Groups

Group	Members
Cake Decorating - Friendly Shares, Hints	9189
Cake Decorating For Beginners	5926
Cake Decorating 101	16822
Cake Decorating For Beginners	38118
Cake Decorating Tutorials	10183
Cake Decorating/Baking	8616
All About Cake Decorating :)	3911

Most Popular Youtube Channels

Channel	Video #	Subscribers
Pink Cake Princess	403	188627
CakesByChoppA	198	119944
Wilton	356	159509
Liz Larson	171	137539
Cakes StepByStep	101	101431
Creative Cakes by Sharon	111	30993
Yeners Way - Cake Art Tutorials	30	24495
GlobalSugarArt	89	94295

Popular Reddit Groups

Group	Members
cakedecorating	614
CakeWin	9528
ArtisanVideos	119244

Scoop It Groups

Group	Views
Elegant Wedding Cakes	2300
Wedding Cake Book: Wedding Cakes	812
cake decorating	223
cake decorating	419

Pinterest Pinners

Pinner	Followers
Wilton Cake Decorating	145852
Cake Decorating UK	12351
Cake Decorating	1477
Baking Supply & Cake	3690

Magazines

Magazine Name	Price
<u>American Cake Decorating Magazine</u>	\$28.00 for 6 issues
<u>Wedding Cakes</u>	\$55.60 for 4 issues
<u>Cakes & Sugarcraft</u>	\$55.60 for 4 issues
<u>Cucina Chic Cake Design</u>	\$294.72 for 12 issues

WEBSITES SOLD ON FLIPPA.COM

Seeing websites that have already sold in the niche show a profitable and in demand niche.

It's also a great idea to get a look at what successful site owners have done and emulate them.

Site	Sold For
cakedecoratingidea.com	\$45
CakeDecoratingFondant.com	\$147
cakedecoratingtrends.com	\$5400
cakejournal.com	\$45000
decoratinggames.net	\$7500

WHY ARE PEOPLE IN THIS NICHE

- It's an artistic outlet for chefs and cooks.
- It's a way to show off your culinary and artistic talent.
- It can be a profitable business for those involves as there's always a big demand for cake for events and special occasions.
- Many people in the niche are stay at home mums who do it as a means to bring in extra income.
- It's a fun way to show your appreciation for someone as it takes a lot of time and effort
- It has become a form of unique artistry

MOST COMMON TOPICS AND QUESTIONS

These questions / topics are problems that need solving. Solve them in your content and through your product recommendations and you'll have a happy audience ready to spend money.

Amazon, Clickbank and other networks have products which cater to these problems.

- Decoration ideas
- How to start a cake decoration
- Essential requirements for cake decoration
- Guide to a perfect cake
- Decoration utilities
- Cake recipes
- Seasonal cake decorations

WHO'S ADVERTISING IN THE NICHE

Advertising is a strong sign of a profitable niche. People don't spend money on ads if they can't profit from it.

These are the 5 major advertisers on Google.com and yahoo.com

Company	Selling
Wilton Cake Decorating	Buy Wilton Cake Decorating Tools. For Wilton Ideas & Classes
Thomas Cake Decorations	Discount Thomas Cake Decorations, Free Shipping Offer, Ships Same Day
Cake Decorations	Buy Your Cake Decorations Now. 100% Guaranteed Satisfaction!
Octonauts Birthday	Free Shipping on Qualified Orders. Order Octonauts Birthday Supplies!
Decorating Birthday Cakes	Learn How To Decorate Stunning Birthday Cakes Like A Pro. Start Today!

BLOG TOPIC IDEAS

These are some proven blog topic ideas that would work well in this niche:

1. The Ultimate Cheat Sheet On Cake Decorating
2. How To Solve The Biggest Problems With Cake Decorating
3. 7 Things About Cake Decorating Your Boss Wants To Know
4. The History Of Cake Decorating
5. Why We Love Cake Decorating (And You Should, Too!)
6. Cake Decorating Books - What to Look For When Choosing a Cake Decorating Book
7. Cake Decorating Books For the Beginner
8. The Art of Cake Decorating - A Beginners Recommendation For Cake Decorating Books
9. Cake Decorating Books - Three Best Methods
10. Online Cake Decorating Courses
11. Get the Kids Involved in Cake Decorating For Mother's Day

For more ideas check out the following resources:

- <http://ideas.contentforest.com/>
- <http://www.hubspot.com/blog-topic-generator>

REASONS TO GET INVOLVED IN THE NICHE

- There is a great volume of business in cake decorating
- Cake industry in UK alone is half a billion pounds
- In US, just the baking chocolate alone is \$122 million
- There is a steady demand in the cake industry with an average of \$384 per cake in the US
- The growth rate was 19% in the UK alone
- Cake decorating is a **stable** market and is highly profitable.
- Around a million people are searching for just the most obvious keywords every month – showing huge online demand.
- Between the social media hubs and forums there's over **177000 shares, 15000 followers** meaning a huge pool of engaged traffic to tap into.
- Facebook alone has over **3 million likes** to cake decorating pages and has over **90,000 members** in related groups.
- There's an endless array of content ideas in the niche including popular ones like “**where can I find tutorials?**” and “**What is the best equipment for cake decorating?**” – create similar content but better and it's almost guaranteed to go viral.
- People are passionate about this topic and ready to spend money, you can see they already buy **equipment** and **books** it may as well be spent with you.

- There's plenty of good domain names available including cakedecoratingtrends.com and cakejournal.com – pick one and get started.
- [Wilton Cake Decorating](#) and [Thomas Cake Decorations](#) are just two of the advertisers in this niche showing it must be profitable, people don't spend money on ads if they can't profit from them – get involved.

HOW TO 'HACK' YOUR WAY INTO THE NICHE

You can have an up-to-date and relevant **authority site** on **CAKE DECORATING**.

This niche has got it all – an obsessive audience with money to spend lots of products on sale, tons of social media sites, loads of blogs and forums with an easy to reach target audience.

You drive traffic from blog commenting, guest posting, forum marketing, interacting on social media with influencers.

You get your content ideas from seeing what's popular on other **CAKE DECORATING** blogs and related blogs and simply write something bigger and better, bolder and stronger. Make the other ones pale in comparison.

Your profits can grow in no time thanks to the passionate audience in this exciting niche market.

By networking with others in the niche, sharing their content and linking to them, your website will grow. Just watch as they return the favor.

And don't forget to build your email list so you can continue to build your relationship with your audience, drive traffic back to your newest content, and promote to your audience

What You'll Need To Get Started:

- A reliable web-host from the likes of [WP-Engine](#)
- A brandable domain from [NameCheap](#)
- A premium theme from [Studiopress](#)
- Image & graphics from [Photodune from \\$1](#) (don't take images from Google you'll end up in legal trouble)
- An auto-responder to build your email list and contact your customers – [Aweber is just \\$1](#)
- The number #1 email capture tool on the market – [OptinMonster](#), so you can grow your list fast.

WHAT YOU CAN USE THIS REPORT FOR

There are no limits as to what you can use this niche report for, you'll find it useful whether you're looking to research new blog ideas, small product review sites, ecommerce, info-products or other business models.

HOWEVER most of the reports I create, including this one, make great topics for authority sites and blogs as I give you niches where there's a lot of money being spent AND huge demand, big online communities (forums, blogs, social media groups), lots of influential people to network with and a ton of good affiliate products to promote and more.

These niches make for great authority sites / blogs as they have multiple traffic sources, different ways to monetize, endless content ideas, easy to find traffic, scope for growth and more.

How you choose to use them is up to you but make sure you DO use them as simply researching will get you nowhere...taking action will!

CONNECT WITH ME

If you have any questions, queries or problems.

Or just want to chat then get in touch below...



<http://nichehacks.com/contact/>

<https://www.facebook.com/groups/nichehacksprivate>

Email: nichehacks@nichehacks.com