

From Side Hustle to Full-Time Passion: How Home Baking Is Rising to Meet the \$33 Billion Cottage Baking Boom

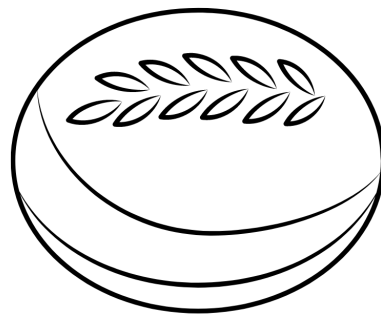
New Survey Shows How Bakers Are Turning Holiday Kitchens Into Thriving Businesses Using Social Media and Affordable E-Commerce Tools

DALLAS, TX, UNITED STATES, December 3, 2024 /EINPresswire.com/ -- In a world where passion meets opportunity, home baking is becoming big business. A new survey by [Leaf & Loaf](#) reveals that 56% of U.S. adults bake regularly or for special occasions—and nearly 4% are transforming their love of baking into side hustles or full-fledged careers. This holiday season, these entrepreneurial bakers are fueling a \$33 billion market for baking ingredients and supplies, leveraging social media and digital tools to grow their customer base.

“Running a home bakery is about finding creative ways to balance quality and affordability,” said Maria Baradell, founder and chief baker at Leaf & Loaf. “Platforms like [Temu](#) and Instagram have become game-changers for modern bakers, allowing us to connect with loyal customers, streamline costs, and scale our businesses without sacrificing the personal touch that makes home baking so special.”

Key Findings: Holiday Cheer Meets Business Growth

Conducted by Pollfish from Oct. 28 to Nov. 5, the [Leaf & Loaf 2024 Home Baking Survey](#) began with a screening of over 25,000 U.S. adults and narrowed the focus to 400 professional or aspiring professional home bakers and 500 customers of home bakeries. The survey sheds



LEAF & LOAF
Maria's micro bakery

Leaf & Loaf

insight on what is attracting consumers to home-baked goods—and how home bakers are managing the increasing demand.

Key insights from the survey include:

□ **Social Media Has Eclipsed Word of Mouth in Marketing:** 60% of bakers said that “marketing and growing the business” was their biggest challenge, and increasingly, they are turning to social media to find customers. Among respondents, 46% said that social media was their “most effective marketing channel,” exceeding word of mouth (34%) and local events and markets (18%). When asked what social channels deliver the best results, Instagram was the choice of 40% of respondents, followed by Facebook at 38%. TikTok and YouTube tied for third at 8%.

□ **Affordable Sourcing Drives Success:** Customers made clear that they want high-quality ingredients, which means that bakers have to save elsewhere—principally by sourcing affordable supplies, from stand mixers to baking pans. Among bakers, 68% said the ability to source affordable supplies was “extremely important” to their businesses—and an overwhelming 71% said they typically purchase supplies from online marketplaces like Temu and Amazon.



Maria Baradell, Founder, Leaf & Loaf

“

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Maria Baradell

□ **Sustainability Wins Loyalty:** 47% of customers patronize home bakeries because of fresher ingredients or better quality, but sustainability is an important factor for many as well. In fact, 59% of customers said they prioritize eco-friendly practices, such as recyclable packaging and locally sourced ingredients—driving bakers to innovate sustainably.

□ **Holiday Rush Fuels Profits:** 72% of bakers report increased bulk orders during the holiday season, making it the busiest—and most lucrative—time of year. Among consumers, 86% said they plan to purchase cookies, cakes

or other baked goods from a home bakery this holiday season, underscoring the increasing role of these small businesses in festive celebrations.

From Kitchen to Cash: Maria’s Story of Rising Together

For Maria Baradell, baking began as a creative escape and grew into a thriving business. Starting with a sourdough starter gifted by a neighbor, she launched Leaf & Loaf from her kitchen table. Today, her Instagram and TikTok communities—boasting over 75,000 followers—are more than customers; they're collaborators.

“When I started sharing my journey online, I discovered a vibrant community of bakers eager to help each other grow,” said Baradell. “That’s why I tell my followers, ‘Together We Rise.’ We’re not just baking bread; we’re building connections and businesses.”

Maria’s success highlights a growing trend: home bakers are blending timeless skills with modern tools to turn passion into profit. Platforms like Temu, where she sources affordable tools and eco-friendly packaging, have been essential in scaling her operation without losing the personal touch her customers love.

“Every sourdough loaf and cookie tray we sell is a reminder of the trust and loyalty our customers place in us,” Baradell added. “The holidays are a hectic time for bakers but deeply rewarding, because they bring us closer to our communities.”

About Leaf & Loaf Breads

Leaf & Loaf Breads is a dedicated sourdough bakery and community resource committed to bringing the joy of fresh, artisanal bread back to the dinner table. Founded by Maria Baradell (@leafandloafco) on principles of simplicity, tradition, and quality, Leaf & Loaf specializes in handcrafted sourdough breads made with the finest ingredients and time-honored baking methods. Through workshops, eBooks, and expert guidance, Leaf & Loaf empowers home bakers to turn their passion into thriving businesses. Leaf & Loaf partners with brands like Temu, Hotplate, Fournau and more. To learn more, visit www.leafandloafbreads.com.

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Maria Baradell, Founder, Leaf & Loaf

TikTok

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