Cake Pricing Guide

The easiest and quickest way to price your cakes is to begin with a pricing guide.

This guide will give you a fantastic starting point and have you making money quicker!

The #1 reason people undercharge for their cakes is lack of confidence.

I am here to help you.
To grow a profitable business.
To have a happy business and life.

Price with confidence and earn more money!

Notes About This Guide

- This guide is a great beginning point if you have no idea how to price your cakes when starting out.
- It is meant for celebration cakes, such as birthdays, showers and other parties (wedding and sculpted cake pricing guides are available separately)
- The suggested pricing is in US Dollars, but feel free to convert to your own currency
- The base prices in the charts are all for basic decorated cakes - feel free to add up-charges for additional edible elements or decorations (i.e., sugar flowers, fondant decorated cake board, printed edible images, sculpted characters/figurines, cake toppers, etc.)
- As your skill level grows, so should your pricing! *You may want to check out your competitor's pricing to give you an idea of what's standard in your area. (Metropolitan areas will typically have higher pricing than smaller rural towns)*

Hi! I'm Nicole, Cake Designer & former Food Network competitor. When I'm not creating cakes for my clients, I'm creating content for Cake Business School, LLC dba Angel Foods as the new owner. I'm also a former Accountant living my sweet business dream!

Buttercream or Ganache Decorated Cakes

The chart below contains pricing for basic/simple decorated cakes.
Add extra for decorations, finishing and extra requests (like fresh flowers, etc.)

Aiming for 4 inches high, with 2 layers/level of filling

Cake Pan in inches	Cake Pan in cm	# Servings/Feeds	Base Price USD
6 in round	15 cm round	10	$35
7 in round	17.5 cm round	14	$49
8 in round	20 cm round	18	$63
10 in round	22.5 cm round	25	$88
12 in round	25 cm round	40	$140
14 in round	30 cm round	60	$210
4 in square	10 cm square	8	$28
6 in square	15 cm square	14	$49
8 in square	20 cm square	20	$70
10 in square	25 cm square	30	$105
12 in square	30 cm square	55	$193
14 in square	35 cm square	70	$245

White Fondant Decorated Cakes

The chart below contains pricing for basic/simple decorated cakes.
Add extra for decorations, finishing and extra requests (like fresh flowers, etc.)

Aiming for 4 inches high, with 2 layers/level of filling

Cake Pan in inches	Cake Pan in cm	# Servings/Feeds	Base Price USD
6 in round	15 cm round	10	$50
7 in round	17.5 cm round	14	$72
8 in round	20 cm round	18	$90
10 in round	22.5 cm round	25	$144
12 in round	25 cm round	40	$198
14 in round	30 cm round	60	$270
4 in square	10 cm square	8	$43
6 in square	15 cm square	14	$72
8 in square	20 cm square	20	$108
10 in square	25 cm square	30	$180
12 in square	30 cm square	55	$252
14 in square	35 cm square	70	$324

Colored Fondant Decorated Cakes

The chart below contains pricing for basic/simple decorated cakes.
Add extra for decorations, finishing and extra requests (like fresh flowers, etc.)

Aiming for 4 inches high, with 2 layers/level of filling

Cake Pan in inches	Cake Pan in cm	# Servings/Feeds	Base Price USD
6 in round	15 cm round	10	$53
7 in round	17.5 cm round	14	$76
8 in round	20 cm round	18	$95
10 in round	22.5 cm round	25	$152
12 in round	25 cm round	40	$209
14 in round	30 cm round	60	$285
4 in square	10 cm square	8	$46
6 in square	15 cm square	14	$76
8 in square	20 cm square	20	$114
10 in square	25 cm square	30	$190
12 in square	30 cm square	55	$266
14 in square	35 cm square	70	$342