Ice Cream and Desserts - UK - June 2016

Report Price: £1750.00 | $2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"Opportunities are ripe for operators to explore healthier formulations in ice cream and desserts, with significant interest in low-sugar and low-fat products. Resizing offers another potential route to explore in ice cream, while tapping into the 'health halo' of yogurts and fruit snacks offer desserts a potential way forward in this space."
– Anita Winther, Research Analyst

This report looks at the following areas:

- High interest in healthier and smaller ice cream formats
- Opportunities are ripe for low-sugar desserts
- Heatable sauces could add value to ice cream

The recent downward trend in ice cream volume sales continued in 2015. The negative media focus on sugar, competition from other snacks and lacklustre summer weather have all played a role. The same factors are at play in the dessert market, which has similarly seen continuous volume decline in recent years.

With these factors expected to continue to exert pressure on these markets, further decline is predicted in both areas. Rising real incomes however hold the hope of scope for premiumisation, even as the outlook for volumes remains lacklustre. That healthier variants would be widely welcomed by consumers also points to potential for the market to look to NPD to curb cutting back.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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