

## Ice Cream and Desserts - UK - June 2016

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“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.

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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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What we think

## Issues and Insights

High interest in healthier and smaller ice cream formats

The facts

The implications

Opportunities are ripe for low-sugar desserts

The facts

The implications

Heatable sauces could add value to ice cream

The facts

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Further decline on the cards to 2021

Another challenging year for desserts

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Gü's rapid growth points to premium demand

Brands struggle as ambient dessert sales fall

Own-label strengthens its position in frozen desserts

Dairy ice cream grows share of launches, healthy variants remain rare

Unilever caps calories, Ambrosia goes frozen

Total adspend continues to climb in 2015

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Magnum relaunches Double range

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Ben & Jerry's urges Londoners to vote with name change

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General Mills ramps up spend on Häagen-Dazs

Bonne Maman makes TV debut

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Nielsen Ad Intel coverage

### The Consumer – What You Need to Know

Half of adults eat ice cream weekly during the warmer months

Large ice cream tubs are most popular format

Desserts are a rare treat for most

The young and families are the core dessert demographics

A favourite flavour is the key choice factor for ice cream and desserts

Health-related claims are a low priority

Coated bite-sized ice cream attracts interest

Hot-serve sauces could heat up the ice cream market

Fruit desserts hold wide appeal

Healthier ice cream would be welcomed by consumers

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Sizeable demand for low-sugar desserts

## Usage of Ice Cream

Half of adults eat ice cream weekly during the warmer months

Around one in five eats ice cream weekly during the colder months

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Young men are core ice cream eaters

Large ice cream tubs are most popular format

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Health-related claims are a low priority

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Coated bite-sized ice cream attracts interest

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Hot-serve sauces could heat up the ice cream market

Notable interest in desserts made with yogurt

Fruit desserts hold appeal

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Healthier ice cream would be welcomed by consumers

Reformulation poses a risk

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Sizeable demand for low-sugar desserts

Reducing the size of single-serve ice cream receives mixed support

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