Ice Cream and Desserts - UK - June 2014

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"Flavour trends have been widely explored by operators in the ice cream and desserts market, looking to cater to adventurous palates and continuously refresh their offering. Coffee, dessert and alcohol-inspired flavours have been seen across the ice cream and desserts market, appealing to adult tastes."
– Amy Price, Senior Food and Drink Analyst

This report looks at the following areas:

- Innovation on flavour helps to cater to the more adventurous consumer
- Snacking poses an opportunity to expand usage
- Investment in healthier versions could help to improve ice cream's image

Ice cream benefited from the warm weather of summer 2013. This follows a sluggish performance in 2012, when poor weather (the second wettest summer on record) dented sales, value performance also suffering from the high levels of discounting.

Desserts continue to see a volume decline as consumers cut back because of health or cost. Chilled desserts have maintained the lead in the overall desserts market over ambient and frozen formats. This is despite the segment experiencing a value and volume decline in sales over 2012-13 in line with the wider market, both likely losing out to ice cream owing to the soaring temperatures of summer 2013.

Flavour trends have been widely explored by operators in the ice cream and desserts market, looking to cater to adventurous palates and continuously refresh their offering. Coffee, dessert and alcohol-inspired flavours have been widely seen across NPD in the ice cream and desserts market, appealing to adult tastes.

Events such as the Brazil-based World Cup have presented scope for innovation around South American flavours. The Rio Olympics in 2016 should provide longevity to this interest, suggesting further scope for innovation around South American flavours.

Snacking continues to be one of the dominant consumer trends driving the food industry. Ice cream brands are looking to position their products as suitable for the snacking occasion and drive usage of ice cream as a year-round treat.

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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