



Desserts - UK - March 2021

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This report looks at the following areas:

70% of dessert eaters think a dessert can be both healthy and indulgent. In addition, desserts being lower in sugar would prompt over a third (36%) of less frequent dessert eaters to enjoy these treats more often. Whilst the sugar content of this category is likely to come under even more scrutiny due to the spotlight that COVID-19 has placed on the nation's health, this openness to better-for-you variants spells good news for dessert brands to be able to develop their offering to keep consumers onside, as well as potentially boost usage frequency.

The lockdowns coming into place in January 2021 will continue to create more evening-in occasions and opportunities for desserts. This should see the momentum enjoyed by ambient desserts and chilled market leader Gü during the COVID-19 restrictions in 2020 continue.

Nevertheless, once the lockdown eases, the reliance on comfort foods and evenings ins that fuelled growth in 2020 will ebb. Consumer and government focus on health and continued competition from other segments is expected to put growing pressure on the category.

56% of those who often make homemade desserts also bought chilled desserts in the three months to December 2020. Whilst more scratch-cooking as a consequence of COVID-19 poses a threat to the market long term, this crossover demonstrates the scope for brands to win over also the scratch cooks. Dessert kits can play a role here, holding marked untapped potential. 41% of dessert eaters find kits containing ingredients needed for making desserts at home appealing, including 53% of those who often make homemade desserts.

- The impact of COVID-19 on the desserts market
- Launch activity in 2020 and opportunities for 2021
- Factors that would prompt more frequent usage of desserts



"COVID-19 has fuelled a sharp rise in dessert sales, bucking its previous ongoing decline. This ambient category has been the main engine room of this uptick; its nostalgic brands and value-for-money proposition chiming well at a time of upheaval and economic uncertainty."

- Alice Pilkington, UK Food and Drink Analyst

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- **Consumer behaviours and attitudes related to desserts**
- **Attributes looked for in a dessert product for different occasions**

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- Lower sugar would prompt over a third to eat desserts more often**
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