

Yogurt and Desserts - UK - July 2012

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“As three in four adults overall have eaten desserts, future growth relies on expanding usage beyond the core occasion after an evening meal. Around one in four dessert users note choosing other treats instead of desserts on the grounds of convenience, highlighting for example packaging and portionability as a potential development area”.

– **Kiti Soininen, Head of UK Food, Drink & Foodservice Research**

In this report we answer the key questions:

- How can yogurt support usage among over-55s?
- What avenues can yogurt drinks explore beyond health to drive demand?
- How can frozen desserts leverage NPD to support uptake?
- How can desserts compete more effectively with other snacks?

This report examines the UK retail market for yogurts and desserts, and excludes sales through catering or fast food establishments.

Yogurt includes spoonable yogurt, fromage frais and yogurt drinks. Functional fermented milk drinks such as Yakult are included in the report since cultures similar to those contained therein have now been introduced into products positioned as yogurt. Frozen yogurt is excluded from this market.

Desserts include chilled, ambient and frozen variants, as well as ice cream-based desserts like Viennetta (but not block or handheld ice cream).

Frozen desserts include for example frozen cakes, sponge puddings, cheesecake, gateaux, pavlova, dessert toppings, and traditional puddings.

Ambient desserts include dessert ingredients (eg sweet condensed milk, evaporated milk, custard, jelly, ice cream accompaniments), dessert ready mixes (eg mousse, Blancmange, toppings), ready-to-eat desserts (eg RTE custard, RTE jelly, rice pudding, sponge pudding, fruit pots).

Sorbets, shelf-stable cakes, Christmas puddings are excluded from the market size.

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