

## Ice Cream and Desserts - UK - September 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

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“The ongoing popularity of meal deals holds further opportunities for ice creams and desserts, as 20% of category users are interested in each of these as part of lunchtime meal deals.”  
- Kiti Soininen, Category Director, Food & Drink

This report looks at the following areas:

- Ice cream can tap into the protein craze
- Ice cream and desserts could find a place in lunchtime meal deals
- International inspiration appeals in ice cream and desserts

Ice cream and desserts remain highly popular, being enjoyed by the majority of adults. Despite a recovery in ice cream volumes over the past two years, total volume growth has been hampered by increased competition from other treats, inflation and the growing awareness of the importance of healthy diets. This is expected to continue in the coming years, with only marginal volume growth expected.

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### 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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The facts

The implications

## The Market – What You Need to Know

The ice cream and desserts market bounces back

Ice cream remains in growth...

...Due to the strong performance of handheld multipacks

Dessert sales largely flat overall despite uneven segment performance

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Chilled desserts benefit from own-label/other brand growth while ambient desserts struggle

Frozen desserts forge ahead

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High quality ingredients are the best shortcut to a premium positioning

Multibuys could help to boost the desserts market

Almost three in five category users often eat desserts for meals at home

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Ice cream and desserts continue to enjoy widespread popularity

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### Boosting Usage of Ice Cream and Desserts

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## Healthier variants key to boosting usage

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