

## Desserts - UK - April 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Desserts face competition from an array of other foods for the traditional after main course occasion, emphasising the need for continuing innovation. Traditional desserts with new flavour twists and desserts from other countries are untapped opportunities.”

– **Richard Caines, Senior Food & Drink Analyst**

This report looks at the following areas:

- **Healthier desserts and smaller single-serve products offer ways of boosting usage frequency**
- **Differentiation is needed to attract people away from dessert alternatives**
- **Indulgent ingredients and visual appeal are the best ways for desserts to add value**

While increasing frequency of eating will be important, brands in the market also need to continue to focus on ways of encouraging people to pay more for desserts. Home entertaining will continue to be an important theme of marketing and being indulgent and having the wow-factor when serving to guests will help to give products standout and added value.

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[reports@mintel.com](mailto:reports@mintel.com)

### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

# Desserts - UK - April 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Overview

- What you need to know
- Products covered in this report

### Executive Summary

- The market
- Sales of desserts flat by value in 2018
- Inflation and premium desserts will drive low value growth
  - Figure 1: Forecast of UK value sales of desserts, 2013-23
- Sales of frozen desserts grow
  - Figure 2: UK value sales of desserts, by segment, 2013-18
- Sugar and calories remain in the spotlight
- Decline projected in number of core younger users
- Companies and brands
- Chilled desserts dominated by own-label
  - Figure 3: Leading brands' shares in the UK chilled desserts retail market, by value, 2018/19\*
- Bigger branded presence in ambient desserts
  - Figure 4: Leading brands' shares in the UK ambient desserts retail market, by value, 2018/19\*
- Premium and indulgence claims are a big focus in desserts
- Gluten-free and vegan claims increase
- The consumer
- Desserts face competition for the traditional occasion
- Vast majority eat desserts but not very frequently
  - Figure 5: Frequency of eating desserts in the last 3 months, by type, February 2019
- Strong demand for traditional treats with a twist
- Healthier desserts pose a big challenge
  - Figure 6: Interest in dessert products, February 2019
- Strong interest in personalisation/customisation
  - Figure 7: Behaviours relating to desserts, February 2019
- Majority of people will pay more for indulgent desserts
- Visual appeal and unique flavours give standout
  - Figure 8: Attributes that make a dessert worth paying more for, February 2019
- Shop-bought desserts highly acceptable for guests
  - Figure 9: Attitudes towards desserts, February 2019
- What we think

### Issues and Insights

- Healthier desserts and smaller single-serve products offer ways of boosting usage frequency

BUY THIS  
REPORT NOW

**VISIT:** [store.mintel.com](http://store.mintel.com)  
**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300  
 APAC +61 (0) 2 8284 8100 |  
**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

## Desserts - UK - April 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The facts

The implications

Differentiation is needed to attract people away from dessert alternatives

The facts

The implications

Indulgent ingredients and visual appeal are the best ways for desserts to add value

The facts

The implications

### The Market – What You Need to Know

Sales of desserts flat by value in 2018

Health concerns and competition will hold back growth

Inflation and premium desserts will drive low value growth

Sales of frozen desserts grow

Sugar and calories remain in the spotlight

The accepted role of treats supports dessert sales

Competition from home-made desserts and other treats

Brexit uncertainties make price trends difficult to predict

Risk of higher inflation putting a squeeze on spending

Decline projected in number of core younger users

### Market Size and Forecast

Sales of desserts flat by value in 2018

Figure 10: UK value and volume retail sales of desserts, 2013-23

The future

Figure 11: Forecast of UK value sales of desserts, 2013-23

Figure 12: Forecast of UK volume sales of desserts, 2013-23

Forecast methodology

### Market Segmentation

Sales of frozen desserts grow

Figure 13: UK value and volume sales of desserts, by segment, 2013-18

### Market Drivers

Sugar and calories remain in the spotlight

The accepted role of treats in a balanced diet supports sales of desserts

Competition from home-made desserts and other treats

Figure 14: Agreement with statement "I often make home-made desserts", by age, February 2019

Brexit uncertainties make price trends difficult to predict

Decline projected in number of core younger users

Figure 15: Trends in the age structure of the UK population, 2013-23

### Companies and Brands – What You Need to Know

BUY THIS  
REPORT NOW

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

## Desserts - UK - April 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Chilled desserts dominated by own-label  
 Own-label drives growth in frozen desserts  
 Chilled desserts see most NPD activity  
 Premium and indulgence claims are a big focus in desserts  
 New flavour twists for traditional desserts  
 Gluten-free and vegan claims increase  
 L/N/R sugar or fat claims a rarity  
 Few desserts meet 100-calorie threshold  
 Decline in spending on advertising desserts  
 Ambrosia the most trusted brand

### Market Share

Chilled desserts dominated by own-label  
 Figure 16: Leading brands' sales and shares in the UK chilled desserts retail market, by value and volume, 2017/18-2018/19

Little change in sales of ambient desserts  
 Figure 17: Leading brands' sales and shares in the UK ambient desserts retail market, by value and volume 2017/18-2018/19

Own-label drives growth in frozen desserts  
 Figure 18: Leading brands' sales and shares in the UK frozen desserts retail market, by value and volume 2017/18-2018/19

### Launch Activity and Innovation

Chilled desserts continue to see the most NPD activity  
 Figure 19: Percentage share of new product launches in the UK desserts market, by segment, 2014-18

Premium and indulgence claims are a big focus in desserts  
 Christmas show-stoppers use festive designs  
 Figure 20: Examples of own-label dessert launches for Christmas, 2018

Indulgent ingredients are a big theme for desserts  
 Figure 21: Examples of premium own-label dessert launches with an emphasis on indulgence, 2018

Indulgence in single-serve desserts  
 Figure 22: Examples of single-serve dessert launches, 2018

New flavour twists for traditional desserts  
 Figure 23: Examples of launches of desserts with new flavour twists, 2018

Asian desserts remain something of a rarity  
 Figure 24: Examples of Asian cuisines dessert launches, 2018

Gluten-free and vegan claims increase  
 Figure 25: Proportion of new launches in the UK desserts market making gluten free and vegan/no animal ingredients claims, 2014-18

Various specialist brands have carved a foothold in the market  
 Figure 26: Examples of gluten-free, dairy free and vegan dessert launches, 2018 and 2019

Vegan desserts struggle – on average – to be seen as tasty and exciting  
 Figure 27: Perception map of attribute performance of chilled and frozen desserts making vegan claims in comparison to other chilled and frozen desserts in the UK desserts market, April 2018-April 2019

Few examples of L/N/R sugar or fat claims  
 Healthier desserts warrant further attention

**BUY THIS  
 REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)  
**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300  
 APAC +61 (0) 2 8284 8100 |  
**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

## Desserts - UK - April 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Jellies spotlight their sugar credentials

Fruit-based and free-from desserts call out sugar

Figure 28: Examples of L/N/R sugar claims in dessert launches, 2018 and 2019

L/N/R fat claims are few and far between, few desserts meet 100-calorie threshold

Figure 29: Examples of desserts containing less than 100 calories per serving, 2018

### Advertising and Marketing Activity

Continued decline in spending on desserts advertising

Figure 30: Total above-the line, online display and direct mail advertising expenditure on desserts\*, by sub-category, 2015-18

Retailers account for bulk of desserts advertising

Figure 31: Total above-the line, online display and direct mail advertising expenditure on desserts\*, by top 10 advertisers, 2015-18

Figure 32: Total above-the line, online display and direct mail advertising expenditure on desserts\*, by quarter, 2018

Brands cut back on advertising

Christmas own-label campaigns dominate retailer spending

Nielsen Ad Intel coverage

### Brand Research

Brand map

Figure 33: Attitudes towards and usage of selected brands, March 2019

Key brand metrics

Figure 34: Key metrics for selected brands, March 2019

Brand attitudes: Ambrosia is the most trust brand

Figure 35: Attitudes, by brand, March 2019

Brand personality: Hartley's, Angel Delight and Gü seen as the most fun brands

Figure 36: Brand personality – Macro image, March 2019

Gü stands out as most indulgent and special brand

Figure 37: Brand personality – Micro image, March 2019

Brand analysis

Ambrosia is the most traditional and comforting brand

Figure 38: User profile of Ambrosia, March 2019

Gü is seen as most innovative and high-quality brand

Figure 39: User profile of Gü, March 2019

Aunt Bessie's Desserts is a family brand for more than four in ten

Figure 40: User profile of Aunt Bessie's Desserts, March 2019

Bonne Maman Desserts is the least used or known brand

Figure 41: User profile of Bonne Maman Desserts, March 2019

Müller Rice is seen more widely as healthy than others

Figure 42: User profile of Müller Rice, March 2019

Hartley's Jelly is among the most fun brands

Figure 43: User profile of Hartley's Jelly, March 2019

Angel Delight has highest proportion of lapsed users

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

## Desserts - UK - April 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 44: User profile of Angel Delight, March 2019

### The Consumer – What You Need to Know

- Desserts face competition for the traditional occasion
- Vast majority eat desserts but not very frequently
- Strong demand for traditional treats with a twist
- Healthier desserts pose a big challenge
- Strong interest in personalisation/customisation
- Many people limit their eating of desserts
- Majority of people will pay more for indulgent desserts
- Visual appeal and unique flavours give standout
- Shop-bought desserts highly acceptable for guests
- Single-serve desserts cater well for different tastes

### Food and Drink Typically Eaten/Drunk after the Main Course/Dish of a Meal

- Desserts face competition for the traditional occasion
- Figure 45: Food and drink typically eaten/drunk after the main course or dish of a meal, February 2019
- Fruit and yogurt also compete with desserts

### Usage of Desserts

- Vast majority of people eat desserts
- Figure 46: Usage of different types of desserts in last 3 months, February 2019
- Desserts are not eaten very frequently
- Figure 47: Frequency of eating desserts in the last 3 months, by type, February 2019

### Interest in Products

- Strong demand for traditional treats with a twist
- Figure 48: Interest in dessert products, February 2019
- Make more of love of world cuisines in desserts
- Healthier desserts pose a big challenge
- Mini desserts offer one answer for cutting calories

### Behaviours Relating to Desserts

- Strong interest in personalisation/customisation
- Dessert kits appeal to 40%
- Figure 49: Behaviours relating to desserts, February 2019
- Many people limit their eating of desserts

### Attributes Worth Paying More For

- Majority of people will pay more for indulgent desserts
- Figure 50: Attributes that make a dessert worth paying more for, February 2019
- Quality of ingredients helps justify higher price
- Visual appeal and unique flavours give standout

BUY THIS  
REPORT NOW

**VISIT:** [store.mintel.com](http://store.mintel.com)  
**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300  
 APAC +61 (0) 2 8284 8100 |  
**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

## Desserts - UK - April 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

### Attitudes towards Desserts

Shop-bought desserts highly acceptable for guests

Figure 51: Attitudes towards desserts, February 2019

Taste is more important than healthiness in desserts for 59%

Single-serve desserts cater well for different tastes

### Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

### Appendix – Market Size and Forecast

Forecast methodology

### Appendix – Market Size and Forecast

Figure 52: Best- and worst-case forecast of total UK retail value sales of desserts, 2018-23

Figure 53: Best- and worst-case forecast of total UK retail volume sales of desserts, 2018-23

### Appendix – Market Share

Figure 54: Leading manufacturers' sales and shares in the UK ambient desserts retail market, by value and volume 2017/18-2018/19

Figure 55: Leading manufacturers' sales and shares in the UK frozen desserts retail market, by value and volume 2017/18-2018/19

Figure 56: Leading manufacturers' sales and shares in the UK chilled desserts retail market, by value and volume 2017/18-2018/19

### Appendix – Launch Activity and Innovation

Figure 57: New product launches in the UK desserts market, by claim (top 30\*), 2014-18

Figure 58: Percentage share of new product launches in the UK desserts market, by branded vs. private label, 2014-18

Figure 59: Percentage share of new product launches in the UK desserts market, by company, 2014-18

Figure 60: Attribute performance of chilled and frozen desserts making vegan claims in comparison to chilled and frozen desserts not making vegan claims in the UK desserts market, April 2018-April 2019

BUY THIS  
REPORT NOW

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)