Desserts - UK - April 2019

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"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.

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