Ice Cream and Desserts - UK - June 2015

Report Price: £1750.00 | $2834.04 | €2223.04

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"There is no shortage of innovation in the ice cream and desserts market. There is nonetheless plenty of scope to take NPD in new directions to inject even more excitement into the category and grab the attention of experimental "foodie" consumers keen to step outside their comfort zone."
– Emma Clifford, Senior Food Analyst

This report looks at the following areas:

- Encouraging customisation can help to heighten consumers' engagement with desserts and ice cream
- Functionality can be further explored in the ice cream market
- There is no need to play it safe with NPD, with a more unconventional approach likely to reap rewards

Volume sales of ice cream and desserts are in long-term decline, suggesting that these products are being eaten less often. While health concerns are nothing new, the ongoing sugar debate which started in 2014 and put this issue firmly on people's radars has put these products under more intense pressure.

It is not all doom and gloom, however, with some brands in the ice cream market including Magnum and Ben & Jerry's posting strong performances.

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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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