

## Ice Cream and Dessert Shops - China - May 2019

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“Indulgence is one of the main reasons for dessert consumption, and even more ice cream light users eat the product with this purpose in mind than heavy users. With rising health consciousness, consumers value both indulgence and health, so using more natural ingredients and adding more nutrition have become the most favoured premium factors.”

- Belle Wang, Associate Research Analyst

This report looks at the following areas:

- Enhance performance in the after-meal occasion
- Natural ingredients help desserts to go premium
- Consumers have high expectations for in-store environment

The dessert shop market stood at RMB228 billion in 2018, with a growth rate of 12.9%. The market will grow at a CAGR (compound annual growth rate) of 10.8% in value sales from 2019-23, to reach RMB379 billion by 2023. The growth has been and will continue to be affected by consumers’ changing attitudes towards dessert consumption, and emerging domestic and popular international desserts brands entering the market.

Mintel’s research reveals that, compared to ice creams, Chinese desserts and Western desserts have higher penetration and more heavy users. About half of heavy users show loyalty towards positive taste experiences and outlets they are familiar with. And they are more likely to try new flavours, have desserts after meals, and indulge themselves. In addition, future premiumisation trends lie in “all natural” and “high in nutrition” propositions. Natural elements are important not only in food ingredients but also in store design, as décor with natural features is the most appealing attribute of an ideal dessert shop.

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### Issues and Insights

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