

Ice Cream and Desserts - UK - September 2017

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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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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 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

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Ageing population continues to present a challenge

Sugar remains a controversial subject

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Healthier variants key to boosting usage

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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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