

# *Food Insights Series:* **Desserts**<sup>2025</sup>

*A comprehensive guide to desserts in the Out-Of-Home, inspiring you with ideas across innovative, premium and authentic desserts, enabling you to sweeten up your product portfolio*

**NielsenIQ**



The Desserts Spotlight Report provides a clear understanding of **who the dessert consumer is**, giving a digestible read on their **preferences** and **influences** on behaviour.

It highlights the **opportunities**, **threats**, and **key channels** to help inform and shape a winning dessert strategy.







## Understand the OOH Desserts Consumer

- Get to know the dessert consumer
- Review their current drivers to consumption
- Explore Out-Of-Home dessert engagement across channels



## Gain a big-picture view of the desserts category

- Break down share of consumption as a mega category
- Gain insight into the total opportunity of 21 dessert categories
- Understand where opportunities lie based on demographic splits



## Gain insights into innovative, premium and authentic desserts

- Explore current engagement with Out-Of-Home desserts
- Importance of factors in relation to price
- Anticipate behavioural changes in the future
- Be inspired by real-life operator examples



## Looking beyond Britain

- Take a glance beyond GB to global opportunities
- Gain a snapshot of top ice-cream flavours across the world
- Complete with exciting innovation from different countries



Example  
Output

Nearly XX%  
consumers order desserts because of  
*deserved indulgence / it's a  
treat*

CGA by NIQ, Desserts Spotlight 2025, Sample Size: 1999

# Overall dessert opportunity

Which of the below desserts do you currently eat, or would like to try when visiting pubs, restaurants, or other similar venues?



|                                              | Ice cream / sorbets | Cheesecake | Hot desserts | Cakes | Cold desserts | Tarts and pies | Doughnuts |
|----------------------------------------------|---------------------|------------|--------------|-------|---------------|----------------|-----------|
| Already eat                                  | XX%                 | XX%        | XX%          | XX%   | XX%           | XX%            | XX%       |
| Would like to try in the next 12 – 18 months | XX%                 | XX%        | XX%          | XX%   | XX%           | XX%            | XX%       |
| Total opportunity                            | XX%                 | XX%        | XX%          | XX%   | XX%           | XX%            | XX%       |



Example  
Output

On average, GB consumers  
are willing to spend

**£X.XX**

**on a dessert when eating  
out**

*Vs £X.XX for 18-34*

*Vs £X.XX for 35-54*

*Vs £X.XX for 55+*

*Vs £X.XX for Frequent Dessert Consumers*



*On average, how much are you typically willing to spend on a dessert when eating out?*

Example  
Output

XX in X consumers would be encouraged to buy more sweet treats on the go if they were either more innovative, authentic, healthier or utilised British Produce

Which of the following “on the go” dishes would you be encouraged to purchase more of in the next 12-18 months, if they were enhanced by.... – Sweet treats

XX% Innovative offerings

XX% Authentic offerings

XX% Healthier offerings

XX% British Produce

# *Methodology*



Quantitative online survey



Autumn 2024



Nationally representative sample of 2,000  
GB consumers who visited the Out-Of-  
Home in the last 6 months

**NIQ**



CGA by NIQ, Desserts Spotlight 2025

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