

Food Insights Series: Desserts 2026

An in-depth guide to Out-of-Home desserts, delivering inspiration across innovative, premium, and authentic offerings to enhance your product portfolio.

With key insights to support:

- ✓ Sales & Commercial
- ✓ Innovation & NPD
- ✓ Category & Insight
- ✓ C-Suite

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You asked. We listened.

Unpick the most common problems within the desserts industry



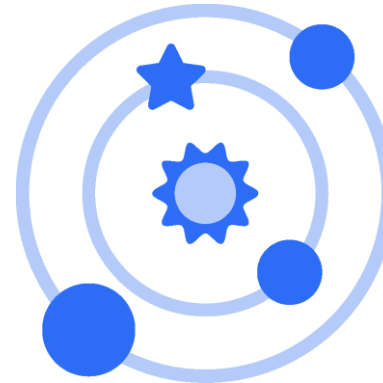
Understand the Out-Of-Home Desserts Consumer

Deep dive into how often consumers eat desserts when out, investigate influential factors and cross-examine consumer groups to fine tune your targeting



Gain a bird's eye view of the desserts category

Understand share of consumption the total opportunity for 20+ dessert categories and how that differentiates by demographic splits



Explore opportunities within innovative, premium and authentic desserts

Explore current engagement in these spaces, forecast future behavioural changes and explore key drivers to ensure you stand out from a saturated market



Inform a winning desserts strategy

Turn insights into action to strengthen your offering, outpace the competition, and lead the market with confidence

Key themes explored



- Who is the Dessert Consumer?

- Innovative Desserts

- Premium Desserts

- Authentic Desserts

- Appendix: Total Dessert Opportunity

Methodology



Quantitative online survey



Q4 2025



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



Example
Output

X%
of GB consumers
order desserts
because of *deserved*
indulgence / it's a
treat

+XXpp vs 2024

NIQ, Dessert Spotlight 2026, Sample Size: 1898

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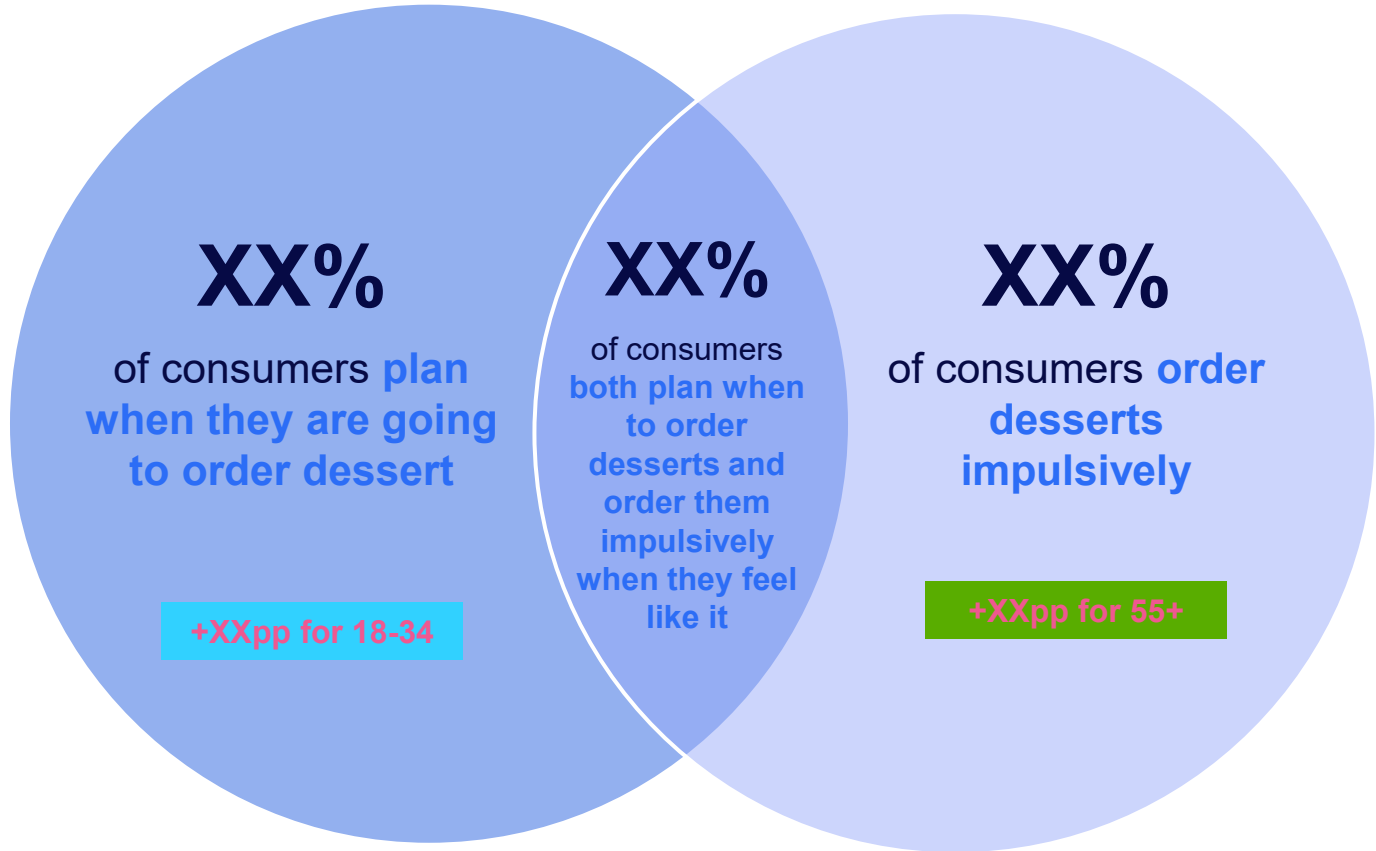




Example
Output

With desserts seen as a treat or an opportunity to indulge,
XX% of consumers typically order these on impulse

Which of the following statements best describes how you order desserts when going out for food?



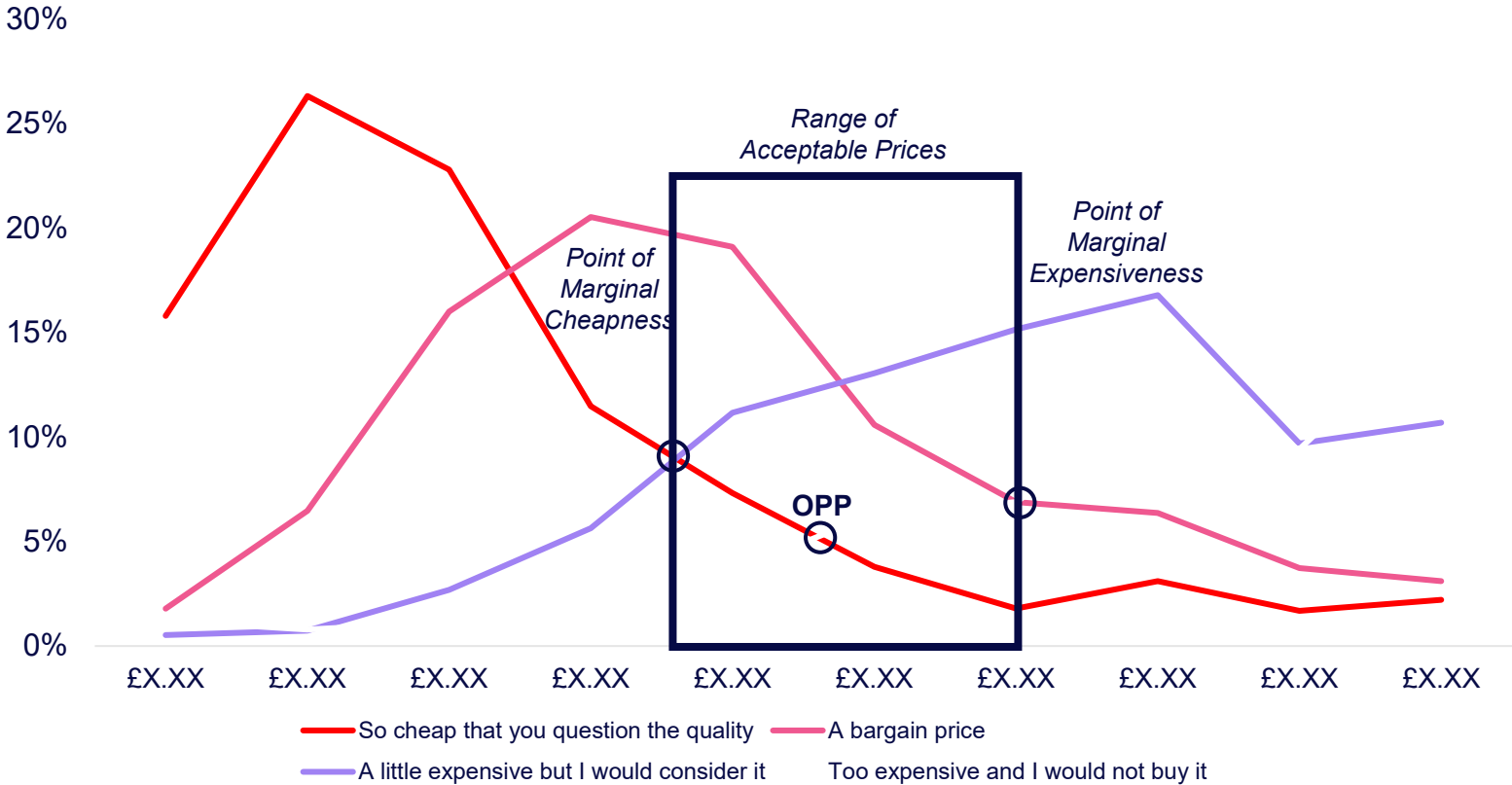
NIQ, Dessert Spotlight 2026, Sample Size: 1893



Example
Output

A well-defined pricing strategy positions your product at the optimal price point, aligning perceived quality with growth opportunity

Imagine that you were ordering your go-to dessert at your regular cafe / restaurant. At what price point would it be



CGA by NIQ, Dessert Spotlight 2026, Sample Size: 1899

Food Insights Series

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Spotlight Report: Desserts



Flagship Report: Hot Beverages



Spotlight Report: Snacking in Pubs



Spotlight Report: Hot Snacking in Pubs

Contact Us

To learn more or to speak to a member of the team,
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