

A YEAR OF INNOVATION IN DESSERTS AND TOPPINGS, 2023

Innovation in desserts is pivoting around permissible indulgence and convenience, as producers continue to elevate consumers' flavour and texture expectations.



Amrin Walji, Senior
Innovation Analyst



Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches

EUROPE, MIDDLE EAST & AFRICA (EMEA)

Europe: protein claims gain share of activity among chilled dessert launches

- Desserts can offer both indulgent and nutritional appeal
- Chilled desserts brands formulate with protein to offer benefits such as high satiety and long-lasting energy
 - Graph 1: chilled dessert launches, by share of high/added protein claims, 2019-23
- Chilled dessert brands flag up added protein content to attract health-aware consumers
- Brand renovation/innovation: dairy giant Müller makes its vegan debut in the UK with the launch of plant-based rice pudding

Europe: 'suitable for' claims are gaining a wider presence in dessert toppings

- Dessert toppings brands acknowledge the diversity of consumers' dietary needs
- 'Suitable for' claims are rising among launches of dessert toppings
 - Graph 2: launches of dessert toppings, by share of select 'suitable for' claims, 2021-23
- Brands are tailoring their offerings for those following specialised diets

The Middle East & Africa (MEA)

- Innovation in dessert toppings focuses on multipurpose uses

ASIA PACIFIC (APAC)

Asia: desserts with microwaveable claims record an increased share of launches

- Consumers seek comfort foods during stressful times
- The share of dessert launches with microwaveable claims records an increase
 - Graph 3: dessert launches, by share of microwaveable claims, 2019-23
- Recently launched microwavable desserts in Asia

Asia: consumers are hungry for flavour innovation

- Limited-edition and co-branded flavours appeal to consumers seeking novel flavours
 - Graph 4: dessert launches, by share of limited edition and co-branded claims, 2021-23
- Dessert brands use limited-edition and co-branded launches to push the boundaries of flavour innovation

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Australia & New Zealand

- Natural claims record a sharp increase among dessert launches in Australia and New Zealand

THE AMERICAS

North America: consumers' convenience needs inspire innovation in desserts

- Consumers are willing to try fuss-free dessert mixes
- Dessert brands are highlighting ease-of-use and time-saving claims
 - Graph 5: dessert launches, by share of select convenience claims, 2021-23
- Dessert brands highlight convenient, speedy and fuss-free preparation methods

North America: shelf-stable dessert innovation pivots around permissible indulgence

- Consumers show interest in better-for-you desserts
- Shelf-stable dessert launches see a rise in the share of 'minus' claims on-pack
 - Graph 6: shelf-stable dessert launches, by share of top five claim categories, 2021-23
- Shelf-stable desserts offering best of both: health and indulgence

Latin America

- Consumers find multi-textured desserts appealing
 - Graph 7: launches of desserts and toppings, by share of textures, 2022-23
- Desserts and toppings highlight texture and mouthfeel

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Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850