



DESSERTS AND SWEET BAKERY

Navigating
the current
market and
increasing
sales

Mademoiselle
DESSERTS



The Eating Out market faces multiple challenges impacting consumers' decisions. Pressures on disposable income and an emphasis on calories on menus are posing particular risks to dessert and sweet bakery consumption.



To help our customers navigate through these challenges, we commissioned a piece of research into consumer behaviour with our trusted partners, CGA by NIQ.

CALORIE LEGISLATION

The impact for desserts and sweet bakery

Change in behaviour in response to the addition of calorie counts on menus

25%

Ordering **desserts** less frequently

15%

Ordering **starters** less frequently

13%

Ordering **mains** less frequently

Desserts are the number one course consumers have been cutting down on as a consequence of the new calorie legislation.

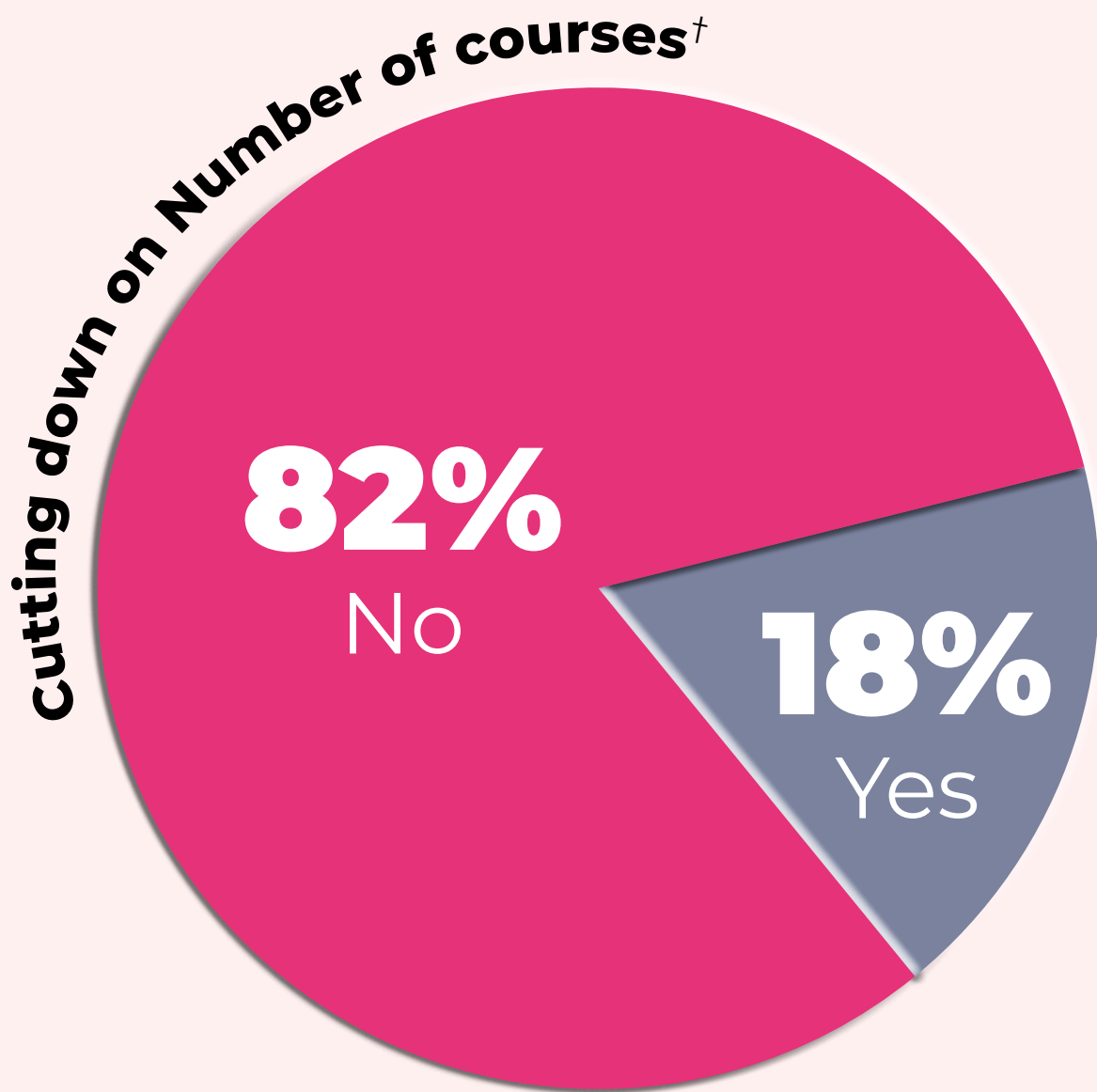
25% of consumers say they are cutting down on dessert consumption frequency because of calorie counts on menus.

This presents a challenge for the operators where **desserts are a higher margin menu option.**

COST OF LIVING CRISIS

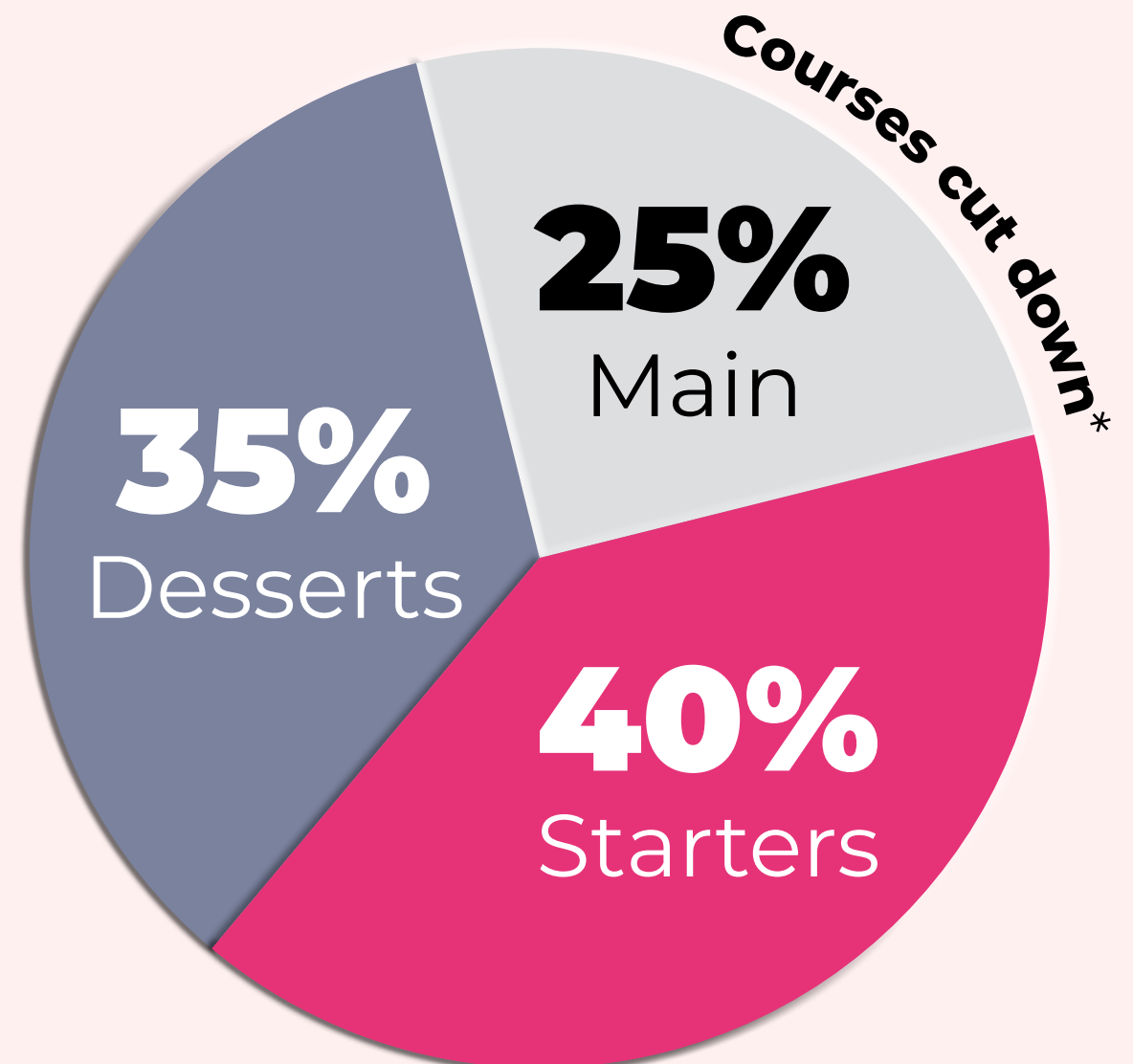
Still looking for a treat

Consumers are adapting their behaviour and making choices when eating out, but a large proportion are not willing to compromise on the treat factor.



18% of UK consumers say they're cutting down on the number of courses when eating out due to the **Cost of Living Crisis**.

Of these, **35%** said they've been cutting down on dessert, but increasing to **40%** for starters.



VALUE FOR MONEY PERCEPTION

Quality over price

When eating out consumers associate value for money with*

Quality is more of a decisive factor than price in consumers' value for money perceptions.

Consumers will go out less often and think twice before making a choice. Not compromising on quality (taste, experience, visual appearance) is therefore of paramount importance.

Poor quality will be perceived as a let down and damage loyalty.

Perception	Share
Something that is good quality	41%
A good deal	39%
Something that uses quality ingredients	22%
The experience I receive	22%
Something cheaper than expected	19%
Dependent on the item	19%
Something I'm happy to spend more on	18%
Something on offer/discounted	18%
A large portion	18%
Dependent on the venue	17%
Something well presented	17%
A cheap option	16%
Something healthy	15%
Something sustainably made	10%

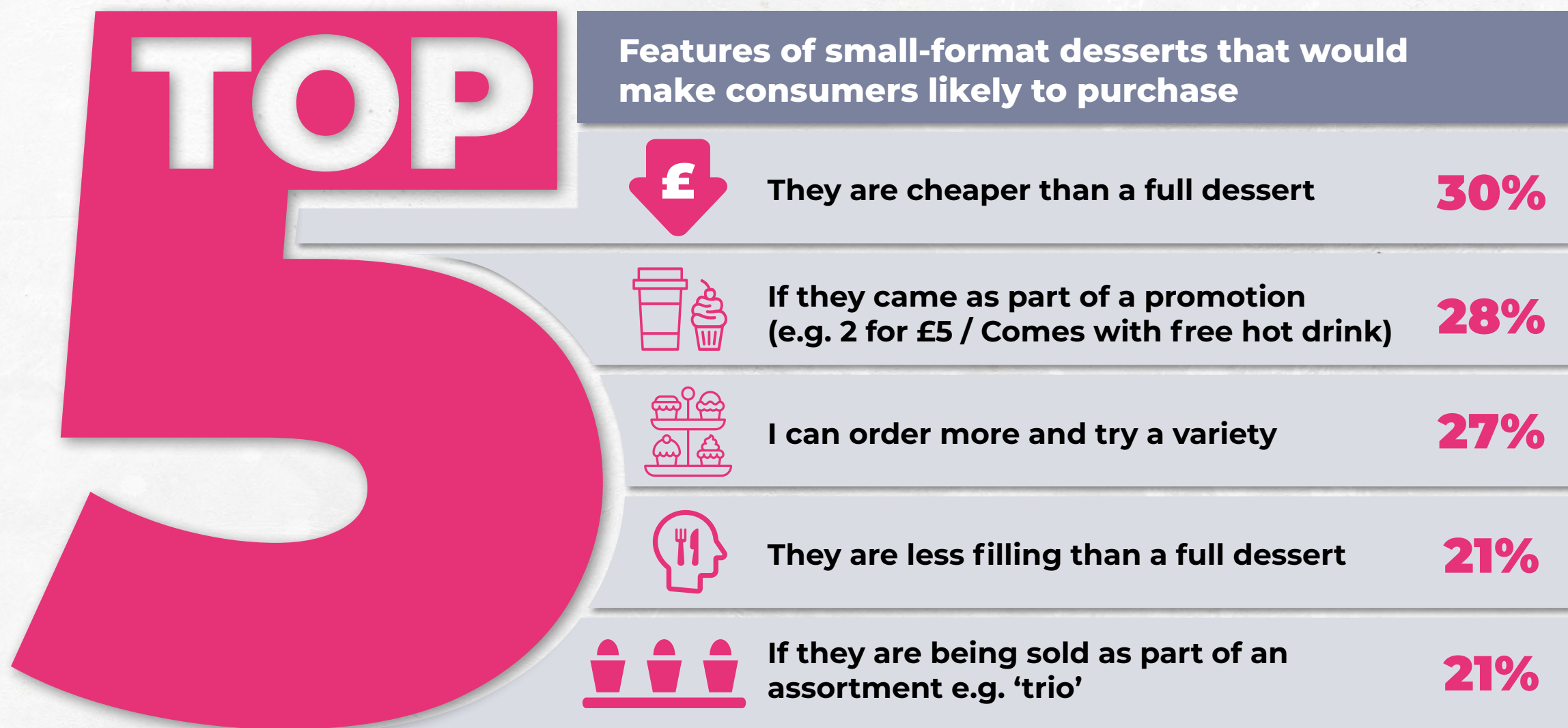
41% of consumers believe **value for money is associated with good quality** while **39% rank "a good deal"** as their second choice. Quality of the ingredients and experience also ranks highly.

Cheaper and healthier options are of less importance when considering value for money.

PERCEPTION OF MINIS

Cheaper, healthier, more affordable

Offering smaller portions is a key solution to current market challenges. It avoids compromising on quality, allows for more competitive pricing and healthier indulgence via portion control.



Small-format desserts are typically bite-sized or individual desserts served in a smaller portion.

Consumers see them as a **cheaper alternative**, which deliver **greater choice** and **healthier indulgence**.

1 in 3 consumers are particularly likely to purchase if being sold as part of a **deal** or as a **mini assortment**.

Their **versatility** makes them suitable to a **variety of occasions and channels**, from cafes and restaurants to hotel buffets.

SUMMARY

Whilst there are challenges in the market, there is still an appetite for sweet bakery and desserts

To make the most of this, ensure your sweet menu offers a suitable solution to today's key challenges.

Minis on the menu

- ✓ Minis are highly versatile and perfect for different channels, day parts and occasions
- ✓ Attract consumers when sold as part of a deal e.g. mini dessert and hot drink
- ✓ Mini assortments give consumers more choice and variety
- ✓ Allow calorie conscious customers to enjoy the same level of quality and indulgence

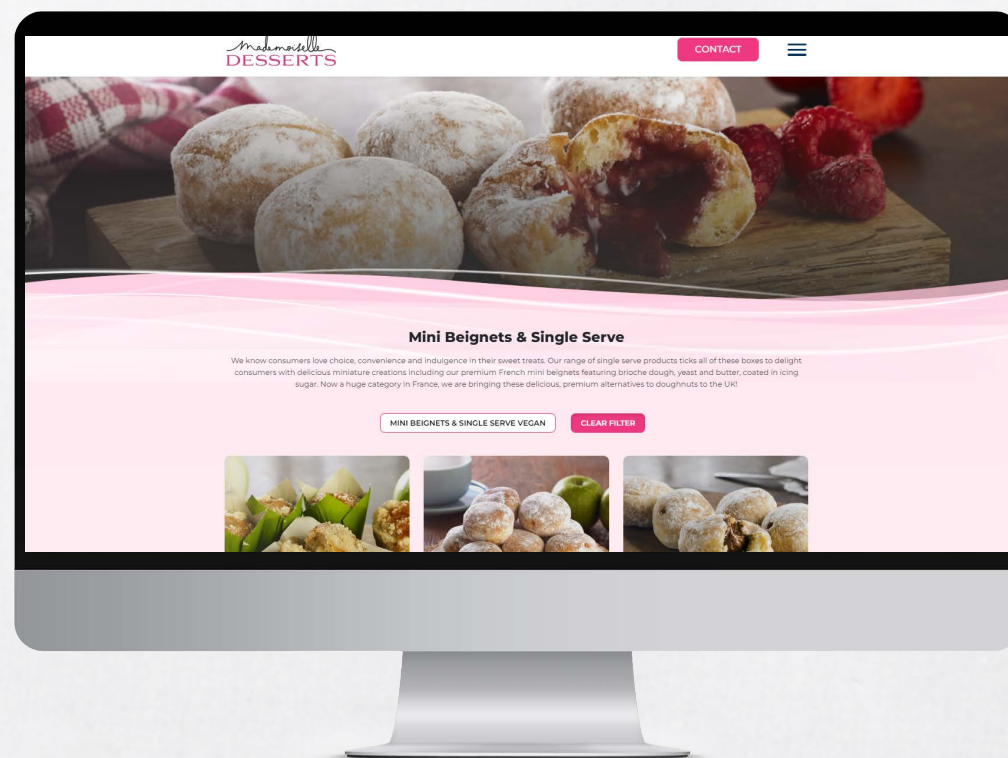
Genuine value for money

- ✓ Avoid compromising on quality, as it remains the most important driver to consumers
- ✓ Add value to consumers through promotions or meal deals
- ✓ Emphasise high quality ingredients and unique, premium flavours
- ✓ Offer great quality products which deliver an experience, such as new trends or striking visuals



MADEMOISELLE DESSERTS CAN HELP YOU ALIGN YOUR SWEET MENU WITH CONSUMERS' NEEDS

Check out our full range, including our mouth watering minis



Remove guesswork with our integrated menu builders

Restaurants



Pubs



Cafes



Visit the 'Our Range' section to find out more

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