

SIMPLY

Desserts

TREND & MARKET REPORT



Market OVERVIEW

Many view dessert as a necessary indulgent conclusion to their dining experience.

44% of British consumers usually order a dessert or cake when eating out, with chocolate being the number one choice of dessert ingredient. Numbers choosing desserts peak at 55% among the 25 to 34 age group ♦.

62%

actively seek new and unusual flavours in desserts ♦



The Instagram hashtag 'desserts' boasts an astounding

23.2m posts! ♦



UK'S DESSERT MARKET AT A GLANCE

The Classics

- 💧 Waffles
- 💧 Pancakes/Crepes
- 💧 Cookie Dough
- 💧 Sundae

International Influence

-  Chocolate Bao Buns
-  Cannoli
-  French Toast Pudding
-  Mochi
-  Sweet Hot Pocket
-  Crepe Fettuccini

Hybrid

- 💧 Cheesecakundae
- 💧 Croffles
- 💧 Cronut
- 💧 Brookie

Market TRENDS

GLOBAL FLAVOURS

The influence of global cuisines is evident in the rise of exotic flavours and globally inspired desserts, for example chocolate bao buns, crepe fettuccine or saffron flavoured desserts.



Market Example:
Heavenly Desserts Chocolate Bao Buns

NOSTALGIA/ BORROWED NOSTALGIA

Desserts that evoke childhood memories and comfort continue to be popular, often with a modern twist for example, bubblegum, banoffee or eton mess. Borrowed nostalgia is taking popular flavours from other countries, most commonly America, for example, S'mores' or Cotton Candy. Gen Z are driving this trend for nostalgia with over a third of them nostalgic for the 90s!

57%
of surveyed UK
adults find nostalgic
or retro-themed
drinks alluring

GWL.com

Market Example:
Creams Knickerbocker Glory



HYBRID DESSERTS

Hybrid desserts are seeing a major rise in popularity, fuelled by consumer cravings for novelty, indulgence, and cultural fusion, for example the Cronut. This trend is also evident in creative flavour mashups, with bakeries crafting doughnuts inspired by classics like apple crumble and tiramisu, offering a fresh twist on familiar favourites.

Market Example:
Creams Lemon Meringue
Cheesecakeundae



MORE IS MORE

Indulgence in desserts is driven by more than taste, consumers want an experience. Social media has made visual appeal essential, with bold, colourful, and dramatic desserts dominating feeds. People are "eating with their eyes," seeking treats that both taste and look good!

Market Example:
Kaspa's Chocolate Crepe
Fettuccine



SAVOURY TWISTS

Dessert parlours are increasingly embracing sweet-and-savoury hybrids, pushing the boundaries of traditional desserts by introducing herbal, spicy, and savoury flavour pairings that contrast or balance sweetness. This also a great way to draw in customers who might not usually be tempted by traditional sugary offerings.

Market Example:
Creams Chicken Fiesta Crunch Crepe



Trending FLAVOURS

- 💧 **Pistachio**
Influenced by the Dubai chocolate trend
- 💧 **Bubblegum**
- 💧 **Matcha**
- 💧 **Raspberry**
- 💧 **Rose**
Paired with fruity flavours like raspberry
- 💧 **Honeycomb**
- 💧 **Banoffee**

FLAVOUR SPOTLIGHT PISTACHIO



Pistachio is everywhere in 2025. Tastewise showed that **conversations about pistachios grew 10% in the 2024** along with a **15% increase in interest** in the pistachio as an ingredient.

The pistachio market is projected to increase significantly in the next year, reaching multi-million status in 2027¹. SIMPLY syrup and sauce sales have grown significantly in the past two years, with over **876% growth this year**. Popular pistachio desserts include cookies (conversations are up 160%)², crepes, waffles, cheesecake and even tiramisu!

💧 Expert Market Research 2 Google Trends



Classic FLAVOURS

- 💧 **Speculoos**
- 💧 **Milk Chocolate**
- 💧 **Chocolate Hazelnut**
- 💧 **White Chocolate**

FLAVOUR SPOTLIGHT BUBBLEGUM



Bubblegum has been a beloved taste for decades, captivating the hearts of consumers across generations. However, in recent years, the flavour has undergone a significant transformation, with new and innovative twists. Bubblegum as a flavour has grown, particularly in desserts, beverages, and ice cream, due to the rising nostalgia trend.

Many consumers who grew up with bubblegum-flavoured products are now seeking them again. Bubblegum is often used in limited-edition products, which taps into this consumer interest, particularly for novelty and limited-time offers.



Bubblegum was one of the top 5 flavour trends for children's frozen desserts! ¹

💧 Weber Flavours



FLAVOUR SPOTLIGHT MATCHA

Matcha tea's popularity has exploded in recent years in the UK. It is the fastest-growing tea globally. **The matcha market is projected to reach \$4.24 billion in 2025**, up from \$3.84 billion in 2024, reflecting a 10.3% year-over-year growth. Looking ahead, the market is expected to continue its upward trajectory ¹.

Forecasts estimate a value of \$6.48 billion by 2029, maintaining a robust CAGR of 11.2%.² Bold flavour combos tap into a wider trend for globally inspired, functional flavours – perfect for customers craving something a little different (and a lot delicious).



💧 Mordo Intelligence 2 The Business Research Company

Presentation & PERSONALISATION

SOCIAL MEDIA INFLUENCE:

The visual appeal of desserts is important, with social media playing a role in shaping trends and influencing consumer choices. For example, the **trending Dubai chocolate bar** created a global surge in demand, impacting supply chains, and influencing tourism. The visual presentation of desserts has become increasingly important, especially in the bakery industry.

Eye-catching sauces and toppings enhance the aesthetic appeal of desserts, making them more shareable on social media platforms and appealing to younger demographics.

The aesthetics of a dessert can significantly impact consumer choices, perceived value and brand perception.

Also becoming increasingly popular, is allowing customers to tailor their desserts with their preferred toppings and sauces which **increases customer satisfaction and therefore encourages repeat business.**

Dubai Chocolate
was one of
2025's biggest
trends



LET'S GET SAUCY!

Get creative with your sauces to create Instagrammable desserts, perfect for sharing on socials! **There's no right or wrong answer...**



ZIG-ZAG



SWIRL



SMUDGE



DOTS

**Which team
are you?**

SIMPLY *Suggestions*

TO POUR & DRIZZLE



Luxury Milk Chocolate
An absolute essential, elevated.

Pistachio
A top trend for 2025!



Strawberry
Perfect for a Strawberry cheesecake or an ice cream sundae.

White Chocolate Hazelnut
Muy Bueno!
The ultimate dessert topper!



TO SPRINKLE & DUST

Diced Caramel
Add a touch of luxury with pieces of fudgy caramel.



Biscuit Crumb
Great for making s'mores or cheesecake inspired desserts.



Freeze Dried Fruit
Perfect for sprinkling over desserts like pancakes or ice cream.



Chocolate Dusting
Classic and classy!

Further INFORMATION

Contact a member of our sales team today
for help with menu planning!

Email us at sales@ibcsimply.com

For more inspiration, trends and menu
ideas, download our **SIMPLY** magazine
by scanning the QR code below!





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