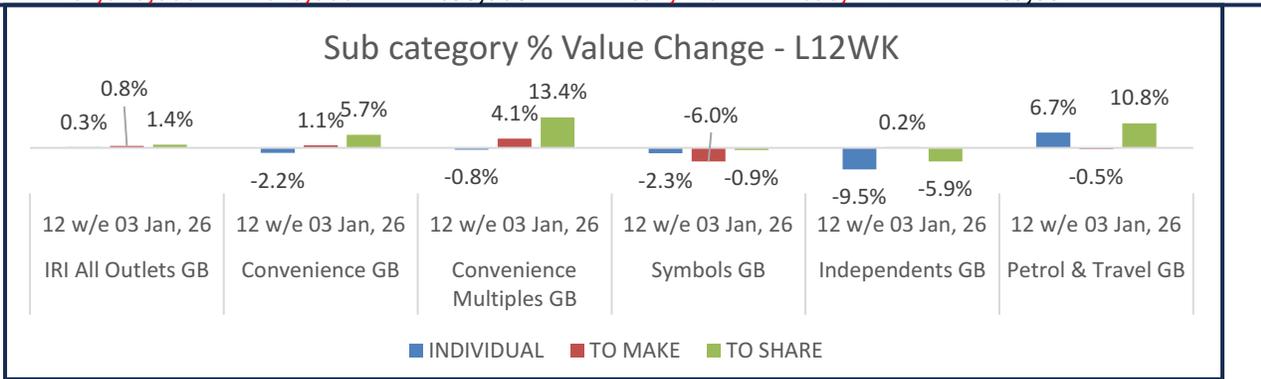
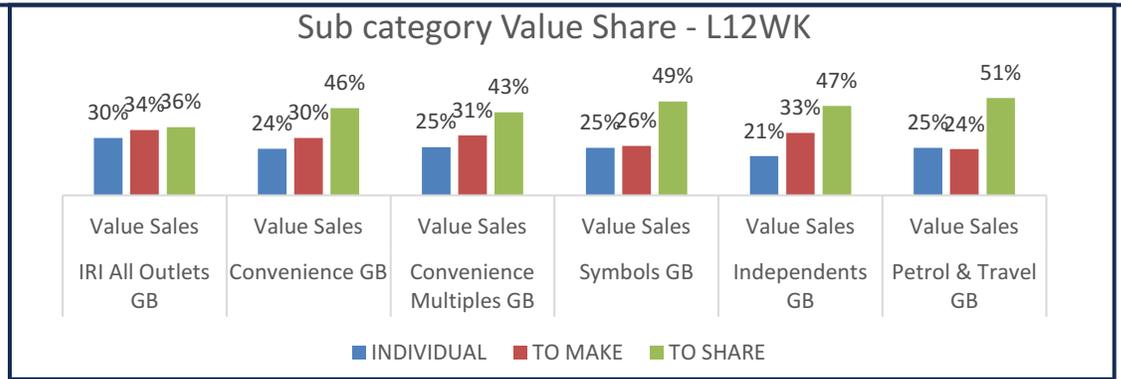
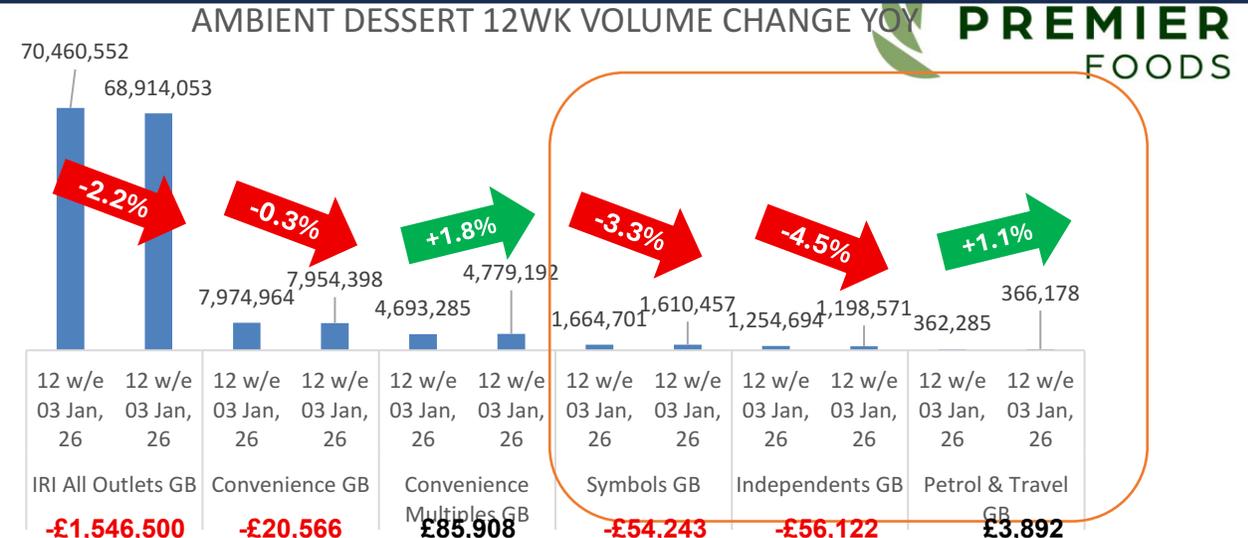
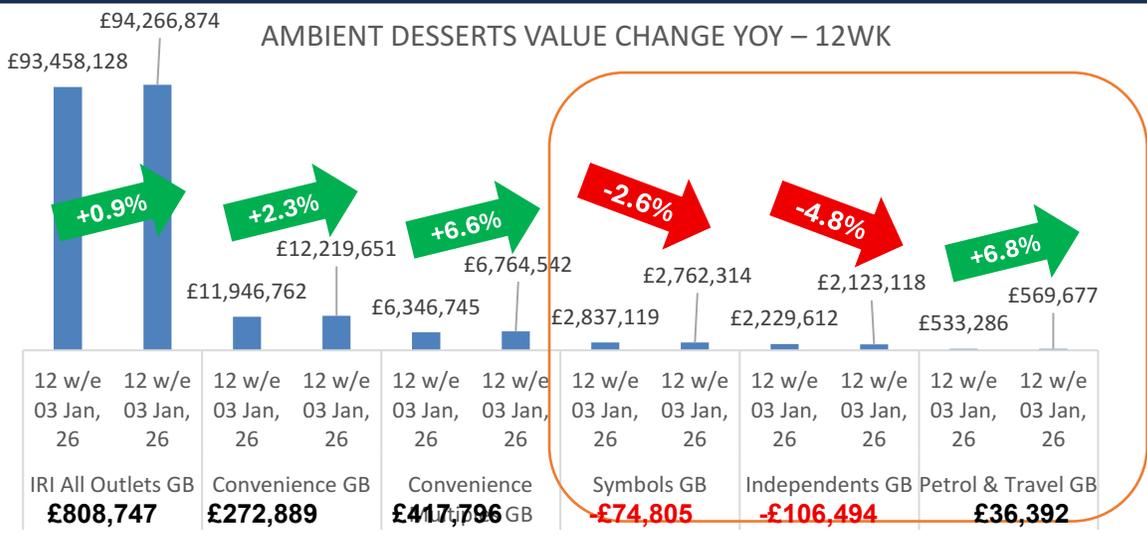




Ambient Desserts



Ambient Desserts Category breakdown.



Symbols & Independents under performing vs the rest of the market. To Share desserts is growing share of the category through custard & rice. Individual custard driving growth in S&I through individual treat mission and food to go. S&I over trade in to share desserts. Jelly decline in both total market and S&I are down -£35k



Why Ambient Desserts?!

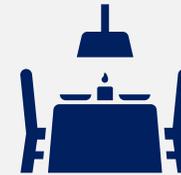
Ambient Desserts is increasingly relevant to consumers & still has room to grow



Ambient Desserts offer **great value** versus other categories with ASP 90p versus Chilled £1.38 and Frozen £1.83



Shelf stable products which don't require refrigeration and are **fresher for longer**, reducing energy and waste



Only in 10% of Total Dessert Occasions, with huge **headroom** opportunity to grow

We split Ambient Desserts is split into 3 sub categories

Individual

25% share

Custard



Rice



Sponge Puddings



Fruit



Jelly



Fruit in Jelly



Multipack



To Make

30% Share

Condensed & Evaporated Milk



Ice Cream Sundries / Sauces



Jelly & Whips



Flans & Meringues



Kits



Custard Powder



To Share

45% Share

RTS Custard



Rice Puddings



Milk Puddings



*27% share
**35% share

*31% share
**34% share

*42% share
**32% share

Source: Circana (IRI), Value Sales, S&I, 52 w/e April 25
*Conv Split ** Total Market Split

Ambient Desserts



⁽¹⁾ Ambient desserts is worth £48m in the convenience channel and has grown +2.8% over the last year, out performing the total market!

⁽¹⁾ To Share desserts is the largest sub category in the convenience channel with 45% share.

⁽²⁾ Individual desserts are driven through Food To Go mission within the convenience channel. Individual dessert pots are a perfect grab and go solution

There are 3 billion dessert snacking occasions every year!

⁽¹⁾ Ambient Desserts is a seasonal category with sales peaking over Easter & Christmas

⁽²⁾ The category has 83% penetration. Higher than tea, butter and sugar!

⁽²⁾ There are 2 billion dessert pairing occasions every year!

⁽¹⁾ Custard & Rice pudding make up 45% of the Ambient Desserts category

⁽¹⁾ The category is dominated by Own Label, Ambrosia and Hartley's which together account for almost 70% of value sales

⁽¹⁾ Circana – Convenience GB/IRI all outlets – Ambient Desserts– 52wk Value Sales Jan 2025
⁽²⁾ Kantar WPO

Ambient Desserts



THE OPPORTUNITY

Value of the category

The ambient desserts market is worth £48m in Convenience.



Growth in convenience

Desserts in convenience is in growth +3.2% yoy.



Convenience shoppers

84% of convenience shoppers buy ambient desserts throughout the year.



GROW YOUR SALES

Stock the big brands

At eye level-they are key to hero the category.

Merchandise well

Merchandise desserts near to relevant categories like cake to encourage increased basket spend & cross category purchasing

Food To Go

Individual desserts are driving growth in convenience through Food To Go mission

Maximise events

Such as Easter and Christmas. Desserts is a seasonally driven category

So what can S&I retailers do?



INSIGHTS

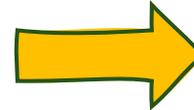
Treat mission has a 12% share in convenience and individual treat is a huge opp for the convenience channel



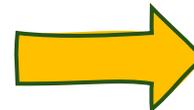
Desserts occasions are evolving later in the evening



Shoppers want more indulgent treats at Christmas. Indulgent treats were the #1 item in baskets for Christmas 2024



Indulgency is the most important attribute for desserts



ACTIONS

S&I under trade in individual desserts. Ensure enough individual treating dessert options are ranged, such as sponge puddings & merchandise individual impulsive treats in the right locations in store.

Encourage retailers to shop for meal for tonight including desserts to share/individual treats by using beacon brands to highlight the category in store, and POS where possible.

Drive sales over seasonal periods encouraging shoppers to treat themselves to indulgent dessert options and bring incremental sales to the category using attractive pricing and promo's over seasonal times.

Stock the right core range of reputable brands and indulgent household names such as Cadbury. Opt for more premium options as an extended range where possible. Consumers are looking to indulge in desserts.

Minimum Credible Range for Convenience

BRAND	PRODUCT DESCRIPTION	5 Shelf	4 Shelf	3 Shelf	2 Shelf	1 Shelf
Ambrosia	Ambrosia Devon Custard 400g	Y	Y	Y	Y	Y
Ambrosia	Ambrosia Creamed Rice Pudding 400g	Y	Y	Y	Y	Y
Ambrosia	Ambrosia Devon Custard 4x 480g	Y	Y	Y	Y	Y
Carnation	Carnation Condensed Milk 397g	Y	Y	Y	Y	Y
Hartleys	Hartleys Strawberry Jelly Pot 125g	Y	Y	Y	Y	Y
Mr Kipling	Mr Kipling Puddings Golden Syrup 2pck 190g	Y	Y	Y	Y	Y
Ambrosia	Ambrosia Plain Custard Individual Pot 150g	Y	Y	Y	Y	
Angel Delight	Angel Delight Strawberry 59g	Y	Y	Y	Y	
Birds	Bird Custard Powder 250g	Y	Y	Y	Y	
Carnation	Carnation Evaporated Milk 410g	Y	Y	Y	Y	
Hartleys	Hartleys Tablet Strawberry Jelly 135g	Y	Y	Y	Y	
Ambrosia	Ambrosia Low Fat Devon Custard 400g	Y	Y	Y		
Ambrosia	Ambrosia Rice Individual Pot 150g	Y	Y	Y		
Askey's	Askey's Cones 21 Pack	Y	Y	Y		
Askey's	Askey's Treat Milk Chocolate Dessert Sauce 325g	Y	Y	Y		
Dole	Dole Mandarins In Orange Jelly Multi pk individual pot 452g	Y	Y	Y		
Hartleys	Hartleys 10 cal Raspberry Jelly Pot 175g	Y	Y	Y		
Cadbury	Cadbury Sticky Puds Milk Chocolate Sponge Puddings Multi Pk Individual Pot 2 Ct 190	Y	Y			
Ambrosia	Ambrosia Rice Pudding 4x125g	Y	Y			
Ambrosia	Ambrosia Deluxe Plain Custard Can 400g	Y	Y			
Buckwud	Buckwud Maple Syrup 250g	Y	Y			
Calypso	Calypso Mr Freeze Freeze Pops 20 Pack 20x45ml	Y	Y			
Hartleys	Hartleys 10 Cal Raspberry Jelly Pot 175g	Y	Y			
Hartleys	Hartleys Tablet Raspberry Jelly 135g	Y	Y			
Ambrosia	Ambrosia Low Fat Rice Pudding 400g	Y				
Angel Delight	Angel Delight Butterscotch Whips Sachet 1 Ct 59g	Y				
Askey's	Askey's Treat Strawberry Dessert Sauce 325g	Y				
Birds	Birds Strawberry Trifle mix box 141g	Y				
Dole	Dole Tropical Fruit In Peach & strawberry Jelly Multi Individual pot 4pk 492g	Y				
Hartleys	Hartleys Your Lunchbox Strawberry Jelly Multi Pk Individual Pot 6 Ct 750 Gr	Y				

MUST STOCK SKU'S



