

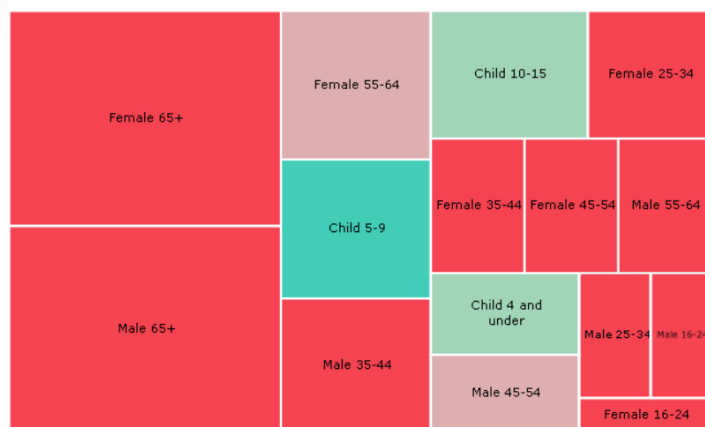


Category Insight – DESSERTS



Ambient Desserts are part of 1 Billion occasions every year

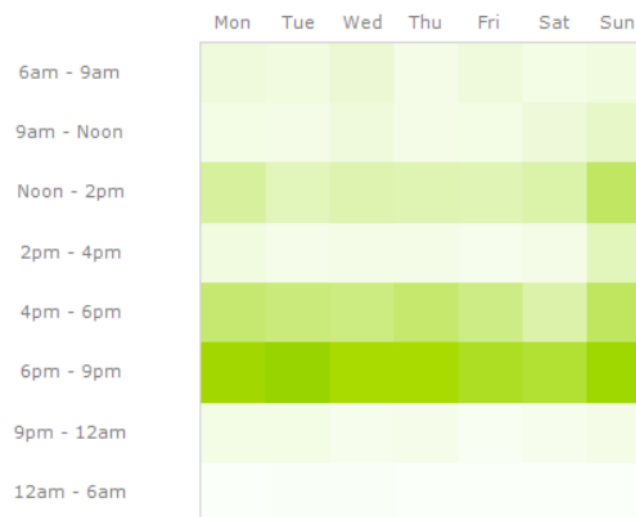
WHO



Size indicates the number of Occasions (Mil)
Colour indicates Yr on Yr % Change

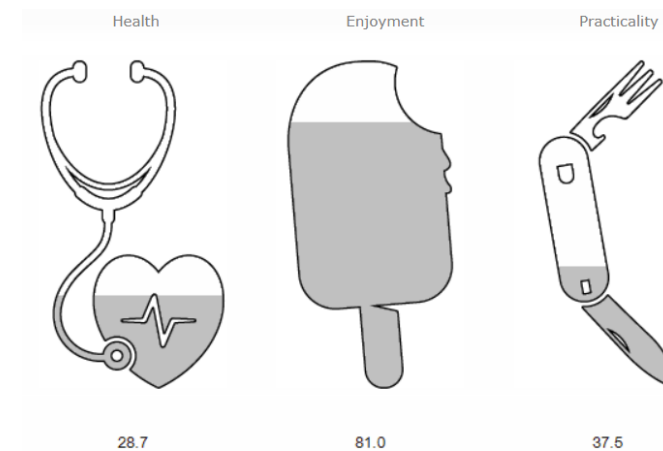
Whilst Ambient Desserts still attract an older demographic, Children are the only group growing in occasions YoY

WHEN



Ambient Desserts are consistently consumed in the evening, however lunchtime occasions are growing

WHY

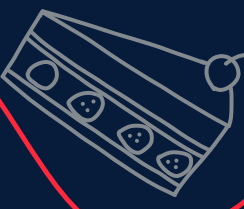


The top 3 reasons for consumption are;
1. Enjoy the taste 62% 2. Makes the meal complete 25% 3. Fancied something sweet/savoury 23%

young families make up 26% of total ambient desserts category spend

The category is worth over £342m

Split into 3 sub-categories, each with a diverse range of shoppers



Individual
£118m
35% share

Custard



Rice



Sponge
Puddings



Fruit



Jelly



Fruit in Jelly



Multipack



To Make
£114m
33% Share

Condensed &
Evaporated
Milk



Ice Cream
Sundries / Sauces



Jelly & Whips



Flans &
Meringues



Kits



Custard
Powder



To Share
£110m
32% Share

RTS Custard



Rice Puddings



Milk Puddings



AMBIENT DESSERTS



THE AMBIENT DESSERTS CATEGORY IS WORTH OVER £46M IN THE CONVENIENCE CHANNEL AND IS IN GROWTH



Desserts is a seasonal category with sales peaking at Christmas

58% of dessert consumers in the UK say desserts are a low-cost way to boost their mood

Sponge puddings are out performing the total desserts category

81% of conv shoppers would find desserts in food to go appealing

Treat mission has grown 20% YoY

84% of convenience shoppers buy ambient desserts throughout the year

30% of people are eating their small pies with custard

Treat mission has a 12% share in convenience

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

PREMIER FOODS ARE #1 IN AMBIENT DESSERTS



Leaders in AMBIENT DESSERTS.



#1 WHIP



#1 IN CUSTARD TO MAKE.



#1 CAKE BRAND



HUGE HOUSEHOLD CONFEC BRAND

AMBIENT DESSERTS

THE AMBIENT DESSERTS CATEGORY IS WORTH OVER £46M IN THE CONVENIENCE CHANNEL AND IS IN GROWTH



Mr Kipling are #1 in Sponge Puddings

68% of consumers said a wider
range of seasonal desserts would
appeal to them

Consumers want desserts in
individual servings. Individual
Custard is the best selling
individual pudding

Desserts occasions are
evolving later in the
evening

Premier Foods have **70%**
contribution to the growth
of the desserts category

*Desserts are forecast to reach
£2.1bn by 2028*

**Indulgency is the most important
attribute for desserts**

18% of adults in the UK say that when they are
purchasing a treat they look for one with added
nutritional benefits

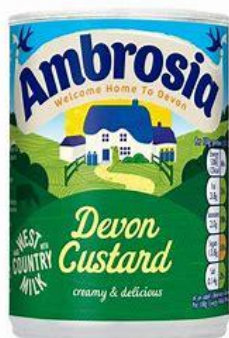
58% of consumers in the
UK say that desserts are a
low cost way to boost their
mood

*DIY dessert kits appeal to
43% of dessert buyers and
consumers*



CHRISTMAS & seasonal

WE KNOW THAT DESSERTS IS A SEASONAL CATEGORY, WITH DESSERT SALES SOARING OVER CHRISTMAS & EASTER.



SHOPPERS WANT MORE INDULGENT TREATS AT CHRISTMAS. INDULGENT TREATS WERE THE #1 ITEM IN BASKETS FOR CHRISTMAS 2024

AMBIENT GROCERY SALES AT EASTER TOPPED £8BN

CUSTARD LEADS CATEGORY GROWTH DURING BOTH EASTER AND CHRISTMAS PERIODS

AMBROSIA CUSTARD +3.0% OVER CHRISTMAS

INDIVIDUAL SPONGE PUDDINGS SEE UPLIFT AT EASTER

CONSUMERS TRADE UP TO MORE PREMIUM OPTIONS FOR SPECIAL OCCASIONS LIKE CHRISTMAS & EASTER,

42% OF SHOPPERS COMPLETE SMALLER SHOPS IN THE CONVENIENCE CHANNEL AT CHRISTMAS.

CUSTARD SAW GOOD GROWTH IN THE CONVENIENCE CHANNEL IN CHRISTMAS 2024 VS 2023 AT +2.2%

SHARING DESSERT OCCASIONS GAIN +217K SHOPPERS AT EASTER

SO HOW can WE SUPPORT?

DESSERTS

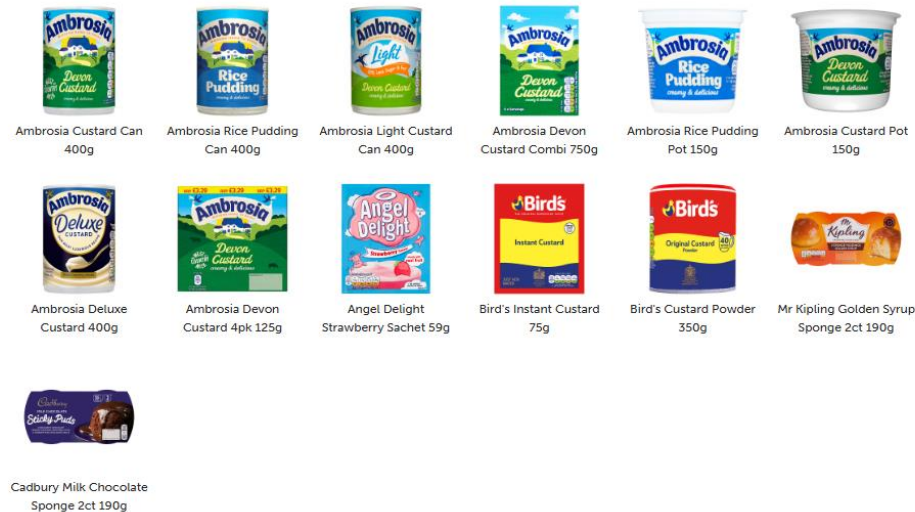
Our range of ambient desserts is made up of some of the UK's best-known brands, including Ambrosia, Angel Delight and Bird's. Found in households across the country, our products are a popular staple in the convenience channel and smaller formats are helping make the brand relevant for the growing on the go occasion.

Jump to: [OVERVIEW](#) [GROW YOUR SALES](#) [THE RANGE](#)



- Strong portfolio of insights and data, including our own internal AAA surveys.
- Internal planogram support
- MCR & Core range leaflets and documents

GET YOUR CORE RANGE RIGHT



Core range advice
from leaders in the
category

Category analysis &
Seasonal analysis

Planogram support

GROW YOUR SALES

✓ Pay attention to the calendar

Dessert sales are at their highest during colder months and at key seasonal occasions such as Easter and Christmas. Especially in winter, stock up on Ambrosia custard and site this alongside desserts such as sponge puddings

✓ Create a meal for tonight solution in store

Consider creating a 'meal for tonight' space in store that includes desserts. After location, speed and ease of shopping are the biggest reasons people visit a convenience store, and 'sweet options' are the No.1 impulse purchase category for convenience shoppers

✓ Stock the best-selling range

Stocking as many best-selling lines as possible gives your shoppers a varied range to choose from, featuring brands they know and trust, as 1/5 of convenience shoppers are looking for variety and 1/4 quality.

✓ Target impulse purchases

Desserts are a treat and with the treat mission growing +20% YOY to a share of 12%, make sure you stock up on individual Ambrosia pots (singles and 4 packs)