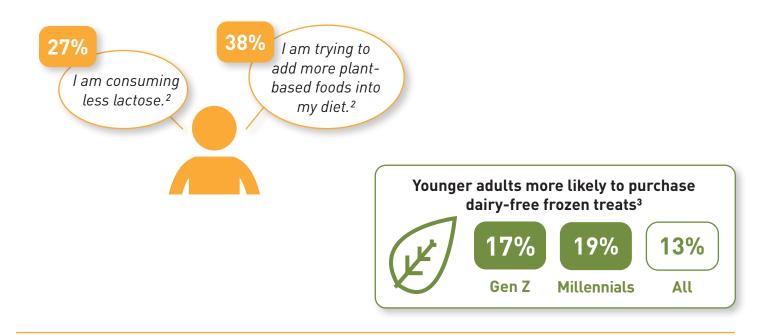
## مرم Trends

# Dairy-Free and Plant-based Frozen Desserts

## US consumers are looking to add plant-based foods in their diets

Consumer interest in plant-based and changing opinions of dairy-based foods and beverages is driving growth for dairy alternatives, with non-dairy frozen desserts delivering a 10% Sales CAGR between 2017 and 2019.<sup>1</sup> In the US, younger consumers are particularly interested in plant-based options.



## Key deliverables for dairy-free frozen dessert innovation<sup>3</sup>

Dairy-free frozen dessert innovation is gaining momentum as brands see value in the space, even private label and premium brands. As formulators aim to compete in non-dairy, delivering quality taste and experimenting with various plant bases can help boost success.



#### **Deliver on taste**

Dairy-based ice cream and frozen treats set the bar high for plant-based alternatives to live up to taste expectations. Consumers don't want to feel they have to sacrifice taste for health.

#### Maintain healthfulness

Consumers value the perceived healthfulness that plant-based ice cream and frozen treats deliver, but managing the nutritional profile is also important.

### Make it "fun"

Opportunity may lie in matching or exceeding the excitement and fun that consumers perceive with dairy-based options. Fun flavors and textures could be of interest and help boost trial.

Source: 1) International Food Information Council Foundation, 2019 Food & Health Survey, 2019. 2) Tate & Lyle Primary Research, 2020. 3) Mintel Tea and RTD Tea Report, August 2019.

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