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FOODBYTES

YOUR FREE DATASSENTIAL
TREND REPORT

discover our
latest data
on desserts

DESSERT DECADENCE



look for this macaron in the pages ahead for 4 more key dessert takeaways!



consumers have bigger sweet toothes than they think!

21%

OF CONSUMERS SAY THEY HAVE A DESSERT EVERYDAY,

63%

OF CONSUMERS ACTUALLY HAD A DESSERT WITHIN THE PAST DAY



-DESSERTS KEYNOTE REPORT



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My favorite desserts:

I have a REALLY bad sweet tooth. (Actually, it's so bad that it's definitely sweet teeth plural.) I pretty much love any and all desserts, but I especially love chocolate. A new favorite of mine is the Black Tie Mousse Cake from Olive Garden I recently had — the layers of chocolate mousse, cheesecake, and ganache were just splendid together. And speaking of chocolate, if you haven't tried it yet, Honey Mama's is a delicious chocolate that's healthy to boot and made with dark cocoa and raw honey. Trust me when I say the chocolate cake flavor is to die for.

Dessert trends to keep your eye out for:

I feel like mochi is about to have a big breakout moment. Mochi donuts are trending and I was pleasantly surprised to see from Datassential's *Top 500* report that a mochi donut-centric chain, Mochinut, was *the* top-growing chain in both unit count and sales. There's also Hawaiian butter mochi that keeps popping up on social media.

Who doesn't love dessert? Very few people (absolutely not including me), according to our latest *Desserts Keynote Report*. A whopping 95% of consumers report having a dessert within the past week, and the majority actually had a dessert within the past day (find out just how many in the pages ahead).

Dessert is a well-loved category and menu part that's chock full of options and opportunities — ice cream, cake, ice cream cake, cookies, Cronuts, sweet dessert-meets-breakfast dishes like red velvet pancakes... I could go on and on. In this *FoodBytes*, we give you a sneak peek at our latest dessert insights and highlight five key dessert takeaways (look for the cute little macarons!) that can help inform your menus and product lines.

Even if dessert isn't a major focus for you, sweets also touch a variety of areas that might be up your alley, from breakfast to beverages (sweet strawberry shake, anyone?) to snacking (no judgment if you're one of the consumers who had a slice of cake as an afternoon snack). Many consumers are having desserts as snacks, opening up an opportunity for grab-and-go desserts, take-home desserts on menus, and convenience-driven options like cake pops or cheesecake on a stick.

With that, I invite you to grab a cookie (or two, or three) and dig into the sweet insights ahead. And remember that our full *Desserts Keynote Report* includes a ton more — this issue is just the tip of the iceberg (or shall we say, icing on the cake?).

Renee Lee Wege, Senior Publications Manager

DATA DIVE DESSERT STATS TO KNOW

Talk about a sweet treat: here's a glimpse at the types of data and insights you'll find in our full *Desserts Keynote Report*.



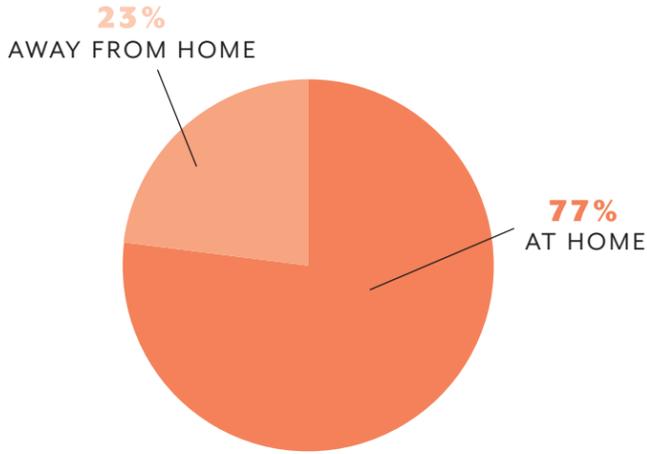
ninety-five percent

OF CONSUMERS HAVE HAD A DESSERT WITHIN THE PAST WEEK — AND THE MAJORITY, 63%, HAD A DESSERT WITHIN THE PAST DAY



most consumers had their last dessert at home

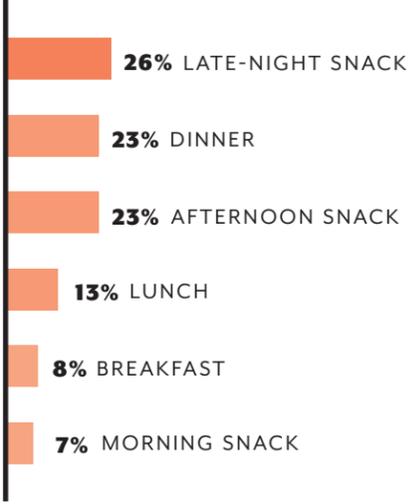
Datassential asked consumers: Where did you have your last dessert?



opportunity alert:

With the majority of consumers saying they had their last dessert at home, operators are facing increased competition for a slice of the dessert pie. To capitalize on consumers reaching for dessert at home, operators could add grab-and-go, take-home dessert options to the menu or offer DIY dessert kits. One example that highlights trendy mochi donuts is Chef Morimoto's DIY Mochi Donut Kit pictured above. The kit is available via Williams Sonoma, but similar kits could be featured on to-go menus or placed by registers.

What time of day did consumers have their last dessert?



IN THE REPORT:

Our full report features data and insights from over 2,000 dessert-eating consumers, including top reasons consumers reach for desserts at retail vs. foodservice, how dessert consumption has changed over the past year, and much more.

 **rewind it back with nostalgic favorites**



Gen Z consumers are even more likely to be interested in nostalgic desserts (62% of Gen Z savor old-school desserts like Viennetta ice cream cake that returned to U.S. stores in 2021 after being a hit in the '90s).



57 / **PERCENT**
 OF CONSUMERS ARE
 INTERESTED IN
NOSTALGIC DESSERTS

how sweet it is: dessert inspiration

Discover a variety of recently-released dessert LTOS and new menu items featured in Datassential's LTO [item launches database](#) and [concept testing tracker](#).



VOLUME DRIVER!

34%
OF CONSUMERS
LOVE OR LIKE
DESSERT PIZZA
-FLAVOR

MOD PIZZA PUTS A SWEET SPIN ON PIZZA PIES

MOD Pizza has launched Cinnaslice, a new limited-edition dessert designed for sharing. The sweet pie features MOD's signature pizza dough filled with rich cinnamon and cream cheese, cooked to golden brown, and finished with a swirl of icing and garnish of cinnamon sugar. To celebrate the release, MOD is teaming up with GloZell, a social media influencer known for her viral Cinnamon Challenge, to give away free pizza for a year. For more on this sliceable sweet, stay tuned for an upcoming issue of Trend Watch that dives into the dessert pizza trend.

CHUCK E CHEESE BRINGS THE MAGIC WITH UNICORN CHURROS

Chuck E Cheese says their unicorn churros are magical. The churros are baked and dusted with cotton candy, sour apple, and blue raspberry sugar. According to Datassential's [concept testing platform](#), the unicorn churros scored above average (51%) in Uniqueness.

BURGERVILLE USA'S FRESH STRAWBERRY SHAKE SCORES BIG WITH CONSUMERS

Burgerville USA's fresh strawberry shake LTO features fresh strawberries blended with a choice of real local ice cream or plant-based, non-dairy Coconut Bliss. According to Datassential's concept testing platform, the shake has an overall score of 68 and could drive sales for the chain. The shake was a top performer in Unbranded Purchase Intent with a 70% consumer rating.



dessert is spelled **d-e-c-a-d-e-n-t**

47 PERCENT

OF CONSUMERS **DON'T**
THINK ABOUT NUTRITIONAL
INFORMATION WHEN
IT COMES TO DESSERTS

IN THE REPORT:

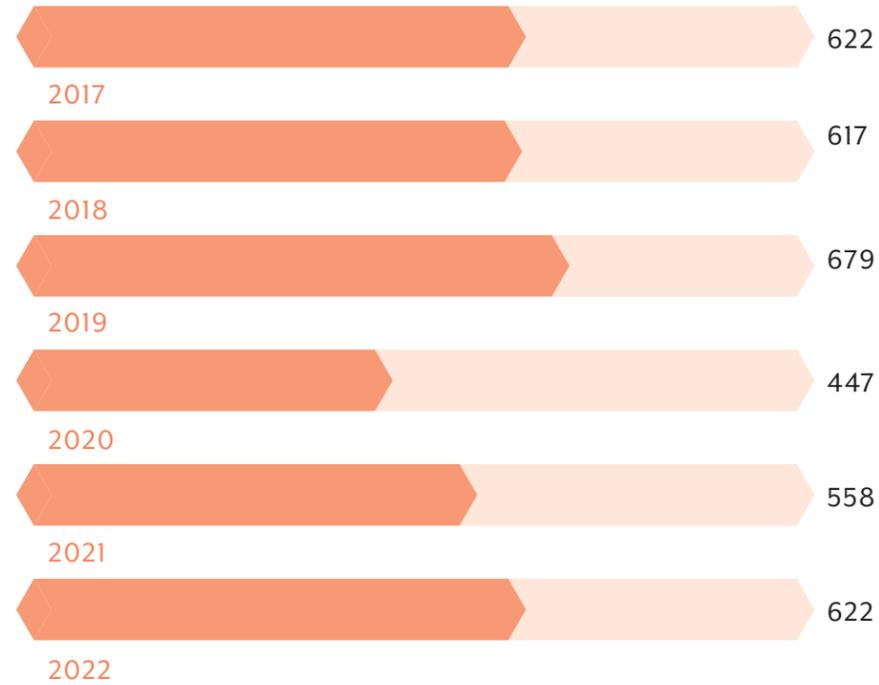
Find out how many consumers have had an indulgent dessert option versus a better-for-you, health-driven dessert, and see how consumer dessert consumption has changed.





dessert lto's are back on the rise

Dessert LTOs are nearly back to their pre-pandemic levels. Below are the number of dessert LTOs launched by the top 250 restaurant and c-store chains from 2017-2022.



IT'S SPRINKLING DESSERT SALES

45%

OF OPERATORS SAW AN INCREASE IN OVERALL DESSERT SALES OVER THE PAST YEAR



OF OPERATORS' DESSERT SALES OCCUR DURING DINNER

The dinner daypart remains the biggest opportunity for operators to sell desserts, but snacking also remains important for operators to remember as 56% of consumers reported having their last dessert as a snack. Operators report that 15% of their dessert sales are from snacking occasions. To increase those sales, consider placing grab-and-go desserts like cookies, brownies, or bars, in highly visible areas, or offer them on the dessert menu as to-go specials.

WHAT ELSE?

THE FULL DESSERTS KEYNOTE REPORT INCLUDES IN-DEPTH CHAPTERS COVERING ALL OF THE FOLLOWING:



FROZEN TREATS (ICE CREAM, ICE CREAM BARS, ICE CREAM SANDWICHES, ETC.)



PIES (INCLUDING COBBLERS AND CRISPS)



PUDDINGS (INCLUDING FLAN, CRÈME BRÛLÉE ...CUSTARDS, ETC.)



CAKES (AND CUPCAKES)



CHEESECAKE



TREND TO KNOW
Discover basque cheesecake, a trending "burnt" cheesecake that's recently been showing up on chain menus, like this LTO basque cheesecake from The Cheesecake Factory.



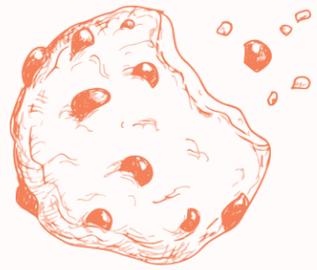
PASTRIES (CHURROS, CREAM PUFFS, BEIGNETS, ETC.)



BROWNIES/BARS (LEMON BARS, DREAM BARS, ETC.)

TREND ALERT Butter mochi, which is made with glutinous rice flour, coconut milk, and butter, is a Hawaiian treat that's gaining mainstream traction, increasing 150% on menus over the past 4 years, according to Datassential Menu Trends.





A FEW FINAL TREND BITES

Did we satisfy your sweet tooth for dessert insights? We hope so, but don't worry, because there's plenty more in the full [Desserts Keynote Report](#). For access to it in Report Pro, simply drop us a line at hello@datassential.com. Before we let you go brush your teeth from all that sweetness, we leave you with a few last insights on desserts, plus a look at what's coming up in our next issue.

3 WAYS TO TAKE ACTION ON DESSERTS

- **Tap into nostalgic favorites.** Rewind it back to desserts like Viennetta ice cream cakes and Dunkaroos (the latter is perfect for dessert snacking). While 57% of all consumers are interested in nostalgic desserts, 62% of Gen Z is, making them a prime target audience for throwback treats.
- **Dessert is spelled d-e-c-a-d-e-n-t.** Dessert isn't the part of the menu where you need to worry about nutrition. Nearly half of consumers say they don't care about nutrition information when it comes to a sweet treat, so it's the best part of the menu to go all out on indulgent, decadent foods and flavors.
- **Don't forget about grab-and-go and snacking desserts.** Desserts aren't just for dining in, and snacking on a sundae or taking a work break with a brownie is becoming more and more common as many consumers report eating their last dessert as a snack. Capitalize on that snacking tendency by adding grab-and-go sweets by checkouts or by adding take-home dessert options to the menu.

RELATED REPORTS



DESSERT INSPIRATION REPORT



GLOBAL DESSERTS



DESSERTS ACROSS THE MAC

KEY QUOTE

"Desserts are innately indulgent. They are not eaten to lose calories or obtain the daily recommended amount of vitamins and minerals. When consumers were asked about their motivations for eating their last dessert, roughly half claimed they wanted to treat themselves or satisfy a craving."

-[Desserts Keynote Report](#)

WHAT'S COMING UP NEXT?

Can you believe we're already halfway through 2023? Our *Midyear Trends Report* is in the works, and in next month's *FoodBytes*, we're showcasing 10 facts and figures you need to know at this halfway point in the year. Discover everything from what consumers are craving to what's happening in hospitality.



HUNGRY FOR MORE TRENDS? Check out last month's Report Pro releases!



TW: Southern Trends
Saddle up to a variety of Southern trends in last month's [Trend Watch](#).

Giddy up! This issue highlights a variety of Southern trends including cowboy caviar, "mock shoe" (that's maque choux), and hushpuppy breading, a sweet and savory way to copy and paste the best, crispy, crunchy part of hushpuppies onto anything from fish to chicken. Plus, discover black tahini, whoopie pies, and sizzling hot sisig.



FB: Mental Well-Being in the Food Industry
Celebrate Mental Health Awareness Month with this [free resource](#).

This issue of *FoodBytes* focuses on the changes being made in the food industry to support mental health and well-being. Dive into the data on what operators are doing to support workers' mental health, check out the policies that operators say are working, and take note of a variety of resources for industry professionals.



IC: Global Fine Dining
We're rolling out the white tablecloths for this tour of global fine dining restaurants.

What does fine dining look like overseas? In this issue of *International Concepts*, we showcase a variety of fine dining chains and independents offering everything from luxurious lobster to sumptuous sides to modern Mexican and much more.



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