

85 Percent of Consumers Eat Desserts at Least Once a Month, Says Technomic

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New research from foodservice consultancy Technomic found that virtually everyone enjoys dessert from time to time.

In a survey of 1,500 consumers, the vast majority (85 percent) said they eat dessert once a month or more, with zero respondents indicating that they 'never' eat dessert. And more than half of consumers (57 percent) report eating dessert 'very frequently' or 'often' (at least once a week).

'Clearly, consumers love dessert,' says Darren Tristano, Executive Vice President of Technomic Information Services. 'We see the overwhelming appeal of desserts as a great way for restaurants to boost incremental sales.'

Admitting that it can be challenging to persuade consumers to order dessert once they're full from their meal, Tristano noted that the new research points out numerous ways to appeal to their sweet tooth. Both full- and limited-service restaurant operators, as well as their suppliers, can drive dessert sales by concentrating on these and other key consumer trends:

Even though traditional desserts such as chocolate-chip cookies, a dish of vanilla ice cream or a slice of apple pie are most favored, the definition of dessert is changing. More consumers, for example, now view yogurt parfaits, fruit plates, or cheese samplers as appealing desserts.

Dessert toppings are growing in popularity, and not just for ice cream sundaes. Many consumers indicate that they like toppings on cakes, pies and cookies.

Consumers like to share desserts. In fact, some won't order dessert unless someone else in their party also plans to. This behavior varies by gender and ethnic group, with women, Asians and Hispanics more likely to pass on dessert unless they can either share it or know that they aren't the only one ordering a dessert.

When purchasing desserts at limited-service establishments, consumers look for portability and reasonably-priced options. At full-service restaurants, however, high overall quality is the most important attribute.

These and countless other findings are presented and interpreted in the new Dessert Consumer Trend Report, which was developed to give restaurant operators and foodservice suppliers vital market and consumer insights to drive business-building efforts in the dessert category. It includes over 300 pages of detailed reporting on dessert menus, prices and ingredients, in addition to in-depth consumer research aimed at consumption behaviors, attitudes and behaviors that impact the dessert decision, dessert occasions, brand preferences, and improvement areas.

Several appendices include emerging dessert chain profiles, operator-specific demographics, consumer demographics, and all related consumer data tables. To purchase or learn more about the Dessert Consumer Trend Report, please visit www.foodpubs.com.

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