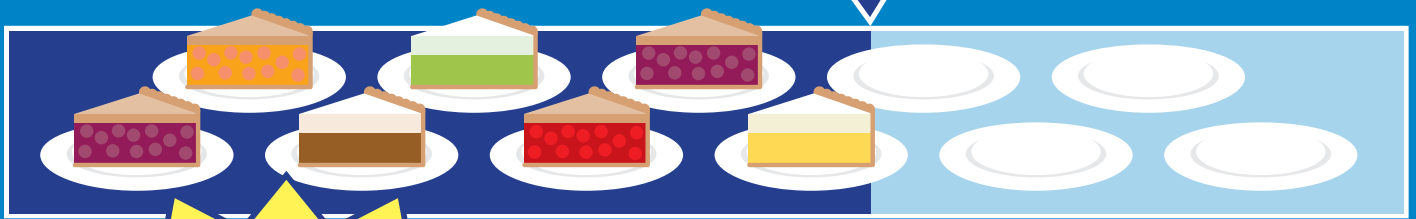


# Spotlight on

# DESSERTS

63% of consumers eat dessert at least once a week



58%

of desserts are purchased on impulse

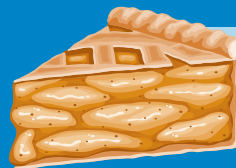
## Most Preferred Desserts

% who would order



Brownies

67%



Apple Pie

65%



Chocolate Cake

59%

## Fastest-Growing Baked Goods Flavors

Top 500 chains



Caramel

+15%



Vanilla

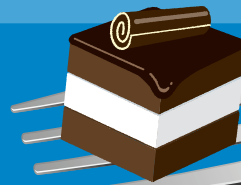
+6%



Carrot

+8%

34% of consumers say they are more likely to order a dessert if a **mini-portioned** option is available



Contact  
Kelly Weikel

312-506-3830 | Technomic.com

Research by

**TECHNOMIC**

Powered by

**Consumer  
Trend Reports**

Source

2015 Dessert  
Consumer Trend  
Report