

Discover your *edge*

Friday, 6 March 2015

Dear dairy... Australians old and young eating custards, mousses and creamy treats

Almost 3.2 million Australians (14+) eat a packaged dairy dessert such as a custard, mousse, chocolate pudding, creamy rice or fruity whip in an average four weeks—but maybe not necessarily *for* dessert.

Eaten by around 1 in 25 Australians in an average four weeks, Dairy Farmers Custard is one of the most popular products across all age groups. However, as the latest data from Roy Morgan Research shows, our taste for other ready-to-gobble dairy treats on the market changes with age.

Frûche is the only other product to make the top five across all ages, rising with age to peak at number two among the 50+ age group. Conversely, the YoGo range and Nestlé Milo are most popular products among the Under 25s, but decline—and fall out of the top five altogether—as we get older. Nestlé Mousse jumps from nowhere to be the top pick among 25-34 year-olds but is replaced at the top by Dairy Farmers Custard in both groups over 35. Only among the Over 50s do Yoplait Le Rice and Divine Classic Crème Caramel make an appearance.

Top Five dairy snacks/desserts among age groups

	14-24	25-34	35-49	50+
1	YoGo	Nestlé Mousse	Dairy Farmers Custard	Dairy Farmers Custard
2	Nestle Milo	Dairy Farmers Custard	Nestlé Mousse	Frûche
3	Dairy Farmers Custard	YoGo	Frûche	Nestlé Mousse
4	Supermarket Brand	Nestle Milo	YoGo	Yoplait Le Rice
5	Frûche	Frûche	Supermarket Brand	Divine Classic Crème Caramel

Source: [Roy Morgan Single Source \(Australia\)](#), January 2014 – December 2014 n=15,944 Australians 14+

Angela Smith, Group Account Director - Consumer Products, Roy Morgan Research, says:

“With so many dairy dessert snack options on supermarket shelves, including an increasing array of smaller niche products, brands must differentiate themselves by pinpointing who eats them, how often, and who is their household’s main grocery buyer.”

“Supermarket brands have made less of an impact than we have seen in other categories, coming in at number five among the 35-49 year-old group and number four among 14-24 year-olds.”

“Check-out monitoring and targeted market research are clearly not enough. Only Roy Morgan’s Single Source survey has the inherent breadth and depth to tell brands, agencies and retailers with the full story.”

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For learn more about how to identify, understand and reach your most likely and valuable consumers, please contact:

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Related research reports

View our extensive range of [Dairy Snack/Dessert Buyer Profiles](#) or in-depth profiles of Australians with different [Dairy Snack/Dessert Consumption Levels](#). These profiles provide a broad understanding of the target audience, in terms of demographics, attitudes, activities and media usage.

About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years' experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

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