



Indulgence Insights: What Today's Consumers are Craving

Indulgence isn't just a passing craving—it's a lifestyle. In fact, **58%** of consumers say that they are indulging four times per week or more*. To better understand the indulgent flavor preferences of consumers, our Marketing and Insights team conducted a survey with over 1,000 respondents— and the results are in!

TOP INDULGENCES

Chocolate (71%)
Frozen Ice Cream Novelties (68%)
Cheesecake (66%)
Cake (65%)
Cookies (64%)
Scoopable Ice Cream (64%)
Doughnuts (62%)

Foods and beverages respondents consider indulgent. Top ranking shown.

TOP INDULGENT FLAVORS

Cheesecake (76%)
Brownie Batter (71%)
Salted Caramel (67%)
Chocolate Peanut Butter (69%)
Cookie Dough (69%)
Birthday Cake (66%)
S'mores (62%)



Flavors rated by how indulgent they are considered on a scale of 1–5 (5 being extremely indulgent). Top 2 box shown.

64% of consumers claim they prefer indulgences they consider NOSTALGIC, while **65%** claim to consume new types of indulgent foods/beverages to be ADVENTUROUS.

Top 2 box score (always + often)

U.S. PRODUCT LAUNCHES WITH INDULGENT FLAVORS



Blue Bunny Blu's Berry Cheesecake Frozen Dairy Dessert, April '25



Sweet Loren's Salted Caramel Chocolate, Jan '25

FLAVOR THOUGHT-STARTERS Blending Nostalgia and Adventure

- Miso Caramel & Dark Chocolate
- Spiced Apple Butter
- Chocolate Lava Cake Batter
- Salted Vanilla

Ready to create the ultimate indulgence?
We're here for you.