

Arla Foods introduces toolbox to inspire high-protein dessert innovation in Latam

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Arla Foods Ingredients has launched a toolbox to inspire South American brands to create indulgent high-protein desserts.

Latin America accounted for 10 per cent of global dessert launches in 2024, with retail sales reaching \$12.7 billion. In Brazil, the region's largest market, value growth in the sector is rising by 9 per cent CAGR.

However, in a 2024 survey, 18 per cent of Latin American consumers said they had decreased their consumption of desserts over the past year. Among this group, nearly four in ten (39 per cent) overall, and over half in Brazil, cited "because it's unhealthy" as a reason for cutting down. Furthermore, 79 per cent of Latin American consumers say they wish healthier options were available to them in indulgent food categories.

Winning back health-conscious consumers by reformulating to combine sensory pleasure with a healthy positioning has therefore become a common strategy, with the permissive indulgence trend now apparent across a range of categories.

Increasingly, balancing indulgence with health means the addition of functional ingredients such as protein, rather than just reducing fat, sugar or salt. Research by Arla Foods Ingredients has found that 38 per cent of consumers in Brazil want to see high-protein dessert options in supermarkets.

The new toolkit features 12 recipes to inspire dairy, health and performance brands to create indulgent high-protein desserts. It showcases ingredients from the Nutrilac® ProteinBoost range, which deliver a creamier, smoother texture, even in low-fat products.