

TRENDS

TO KNOW

NOVEMBER 2025

BROUGHT TO YOU BY


Schreiber.

GET A TASTE OF LITTLE TREAT CULTURE



THE TREND

Little treat culture goes hand-in-hand with a rising need for indulgence. In the past month, 86% of consumers have enjoyed a snack, drink, or dessert not out of need, but simply because it brightened their day (Datassential's *Little Treat Culture HotShot Report*). Born on social media, "little treat culture" is deeply embedded in younger consumers' routines. Gen Z and Millennials enjoy little treats significantly more often than older generations. Overall, 66% of consumers have a little treat weekly, and zooming in on different generations, 77% of Gen Z specifically have little treats weekly. Little treats are not confined to a singular daypart, though – consumers enjoy them throughout the day, with afternoons and evenings being the most common times. According to the report, 38% of consumers say milkshakes are their go-to little treat beverage, while 27% of consumers say cheese is their go-to little treat food.

DAIRY REPORT

Nearly anything can be a little treat – just think mini and indulgent and how it might tie into snacking. According to Datassential's *Little Treat Culture HotShot Report*, 26% of consumers have snacks more often today than they did a year ago, and notably, many of the little treats or snacks consumers say are their go-tos star dairy – think ice cream and other frozen desserts, cheese (mini cheese or snack board anyone?), yogurt, milkshakes, coffee, or flavored milk drinks like chocolate milk (which could tie into the larger newstalgia trend, too).

MENU INSPIRATION

OATMEAL CREAM PIE

Kasama | Chicago, IL

Two oatmeal raisin cookies with fruit preserves and dulce de leche cream.

PECAN PIE MINI INDULGENCE

Seasons 52 | Orlando, FL (HQ)

Layered with vanilla bean mousse and topped with whipped cream and honey-glazed pecan.

MINI CHEESE BOARD

AJ Chocolate House | Winter Park, FL

A mini cheese board served with a chocolate on a wine glass topper plate.

PINK PINCESS SLIDERS

Sugar Factory | Las Vegas, NV (HQ)

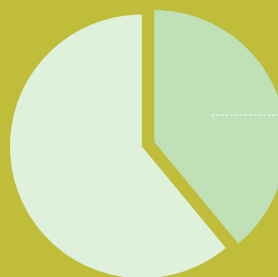
Five classic beef mini burgers served on pink toasted brioche slider buns, topped with American cheese, pickles, crispy onions, and Sugar Factory sauce.

COOKIES & CREAM MINI MILKSHAKE

Hard Rock Cafe | Davie, FL (HQ)

All-natural Madagascar vanilla bean ice cream blended with white chocolate and Oreo cookies and finished with whipped cream and a sugar-dusted brownie square.

DATA FILE



39%

OF CONSUMERS ARE AWARE OF THE TERM "LITTLE TREAT CULTURE"

Datassential's Little Treat Culture HotShot Report

TREND STAGE

ADOPTION



Little treat culture has already moved into Adoption on the Menu Adoption Cycle and is continuing to gain momentum. This trend is being driven primarily by younger generations and will continue to be relevant going into the future. It's resonating at a time when mood boosts are needed and there's a craving for small indulgences. As such, look for opportunities to offer consumers mini versions of fan-favorite desserts like milkshakes or individual-size snack boards starring various cheeses.

Think of little treats as pick-me-ups that can brighten consumers' moods and tie into snacking. To capitalize on the little treat culture trend, consider offering mini desserts (mini cheesecakes, mini milkshakes, etc.) or snack boards showcasing a variety of cheeses designed for individuals, not just groups. Operators could also bring on the newstalgia by offering concepts like chocolate milk.

KEY TAKEAWAY