

Ice Cream - UK - July 2012

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“Marketing single-serve products around the notion of a one-off permissible treat should allow brands and own-label players to appeal to the growing proportion of one-person households who are both short on storage space and are reducing their consumption of ice cream for health reasons.”

– Amy Price, Senior Food and Drink Analyst

In this report we answer the key questions:

- How can the category stay ahead in the dessert occasion?
- How much of a threat does own-label pose to leading brands?
- How can NPD help to engage consumers in one-person households?
- How can the market attract the growing group of older consumers?

This report covers take-home and impulse sales of ice cream, as well as sorbets and frozen yogurts. Impulse ice cream is defined as single-serve ice cream purchased for immediate consumption, including:

- Wrapped handheld ice cream products, including chocolate bars, ice cream cones, chocolate stick products, tubs and cups. Water ices and ice lollies are not strictly speaking ‘ice cream’ but are generally regarded as such and thus are another part of the handheld sector.

Take-home ice cream is defined as any product that comprises primarily ice cream and is intended for consumption in the home, including:

- Handheld multipacks including dairy ice cream and non-dairy ice cream of all flavours retailed in multiple serving packs (500ml or over) and multipacks of similar single-serve items (150ml). This includes chocolate snacks, children’s ice creams, filled cones and adult refreshment.
- Dessert ice cream such as Carte D’Or and Ben & Jerry’s.

The report excludes:

- Other types of frozen ice cream products, for example gateaux made partly with ice cream or part ice cream tub desserts, which may be mentioned in the text but are not included in market size data. These will be covered in Yogurt and Desserts – UK, July 2012.
- Sales through foodservice channels such as cash-and-carry outlets, distributors or even direct deliveries.

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