

Ice Cream - UK - June 2013

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“While the ice cream market continues to struggle, sales of frozen yogurt are soaring, with the segment benefiting from its naturally low-fat positioning. However, representing less than 1% of the total market, it remains fairly embryonic. This suggests there are opportunities for ice cream brands to grab a slice of this sector.”

– Emma Clifford, Senior Food Analyst

In this report we answer the key questions:

- How can ice cream brands encourage out of season usage?
- How can ice cream brands boost the visibility of the sector?
- How can brands boost the health credentials of the category?
- Where are growth opportunities in the market?

With penetration at 85%, ice cream has an established place in British food culture, benefiting both from its position as an affordable indulgence and the presence of a number of iconic brands. However, high inflation in the market – owing to rising commodity prices, and only partly offset by promotions – has seen volume sales in the market steadily slip. The inherent seasonality of the market saw the market particularly hard hit by the unusually wet summer of 2012.

Brands continue to drive NPD, helping them to extend their lead over own-label in the last year, and premiumisation in the market continues to gain momentum. Strong performances came from [Unilever's Ben & Jerry's](#), Carte D'Or and Magnum brands, largely thanks to successful product innovation, supported by marketing activity.

While sales of ice cream overall flounder, the frozen yogurt market – with its health halo – is booming, with sales having doubled between 2010 and 2013, albeit from a small base of less than 1% of the total market by value.

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