

Ice Cream - UK - November 2018

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“The scorching 2018 summer has been a boon to the ice cream market, fuelling sales growth at a time when cost pressures are putting a squeeze on operators. Lower-calorie ice cream brands have caused a stir in 2018, building up a not insignificant market penetration.”
– Anita Winther, Research Analyst

This report looks at the following areas:

- Lower-calorie ice creams must tackle negative preconceptions to grow mass-market appeal
- Interest in alcoholic ice cream highlights scope for cross-category brand collaborations

The ice cream category has grown sales through improving its all-year-round appeal, both through indulgent NPD (New Product Development) and meal deals. However, the boost provided by the 2018 scorching summer shows that the fortunes of the category remain heavily impacted by the weather. Value growth has been lifted by the rising inflation since 2016 and consumers opting for premium products. The market is thus estimated at £1.4 billion in 2018, up 26% from 2013.

Despite the ongoing war on sugar, ice cream volume sales have remained steady over the last couple of years thanks to its role as a treat, and this is unlikely to change going forward. That most ice cream eaters do not feel they eat enough to worry about its healthiness will be helping ice cream to stay on the menu.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The facts

The implications

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Dairy alternatives remain a focus in NPD

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'Everyone' eats ice cream

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Treating oneself is the key ice cream driver

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