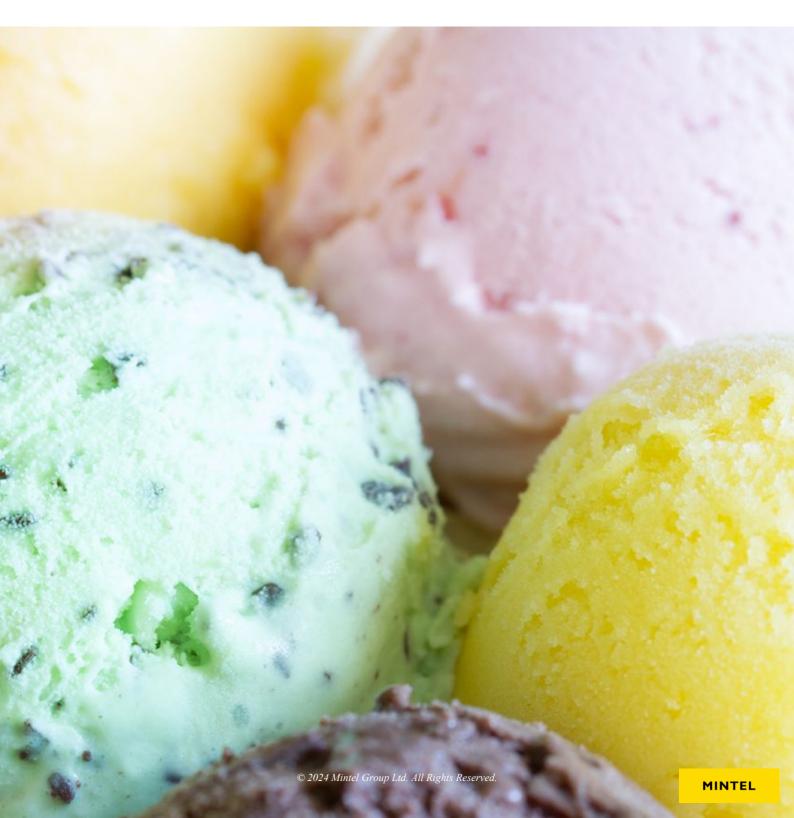
A YEAR OF INNOVATION IN ICE CREAM, 2021

Innovation is centred around offering unique flavour and texture experiences, utilising online channels, and reducing the environmental impact of packaging.





Report Content

- · What we have seen
- Innovation opportunities in ice cream
- · Our pick of the most innovative launches in this review
- Other innovative launches

EUROPE, MIDDLE EAST & AFRICA (EMEA)

• EMEA retail market overview: ice cream, 2021

Europe: brands are making strides in ethical packaging

- Consumers are concerned about environmental impact
- · Ice cream brands bolster their ethical packaging options
 - Graph 1: dairy-based ice cream launches, select ethical packaging claims, 2017-21
- · Innovative ethical ice cream packaging
- Brand renovation/innovation: Pingviini relaunches its ice cream sticks

Europe: brands evoke bakery products with dessert-inspired flavours

- · Consumers want comfort and indulgence
- · Ice cream brands increase bakery-inspired launches
- · Ice cream launches featuring bakery components
- Brand renovation/innovation: Ben & Jerry's Cookie Dough Twist

Middle East & Africa

· Premium ice cream launches are growing in the region

ASIA PACIFIC (APAC)

APAC retail market overview: 2021

Asia: brands cut down on additives and preservatives

- · Consumers want more natural ice cream
- Growing focus on clean label formulations
 - Graph 2: ice cream, ice lolly and sorbet launches, share of additive/preservative claims, 2017-21
- · Launches emphasising natural formulations
- Brand renovation/innovation: Morinaga Mow goes Prime

Asia: brands are leveraging social media to connect with consumers

· High consumer interest in online shopping and new retail channels

- Brands are adding social media information to more launches
 - Graph 3: ice cream, ice lolly and sorbet launches, share featuring social media claims, 2017-21
- · Launches featuring social media info
- Brand renovation/innovation: Dreyer's takes a journey to Japanese flavours

Australia & New Zealand

· Brands expand ice cream textures with gooey and chewy elements

AMERICAS

Americas retail market overview: ice cream, 2021

North America: brands introduce no-added-sugar and keto-friendly options

- · Consumers are concerned about diet and sugar
- · Brands boost launches with no added sugar
 - Graph 4: ice cream, ice lolly and sorbet launches, share of sugar-related claims, 2017-21
- · Launches with no added sugar
- · Keto-friendly ice cream sticks and bars

North America: private label ice creams expand flavour options

- Consumers are interested in new flavours
- · Private labels diversify ice cream flavours
 - Graph 5: private label ice cream launches, share of flavour components, 2017-21
- · Private label ice cream launches with interesting and regional flavours

Latin America: focus on sustainable production

- · Consumers want sustainable products
- Brands increase their sustainability credentials
 - Graph 6: ice cream, ice lolly and sorbet launches, share of ethical and sustainable claims, 2017-21
- · Sustainable products with regional ingredients

Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by a licensed market survey agent (See Research Methodology for more information).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at http://www.mintel.com/terms

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com

Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850