

# 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.



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# 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 relauches 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

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- 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

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