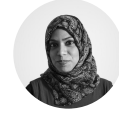


A YEAR OF INNOVATION IN ICE CREAM, 2023

Ice cream innovation is focused around classic and floral flavours, and launches are striving to convey a more planet-friendly and compassionate appeal.



Amrin Walji, Senior
Innovation Analyst



Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches

EUROPE, MIDDLE EAST AND AFRICA (EMEA)

Europe: brands innovate around classic flavours

- Despite the growing need for novelty, consumers continue to enjoy traditional ice cream flavours
- Chocolate flavours record a rise in launch activity, but there's little change among the classics
 - Graph 1: dairy-based ice cream and frozen yogurt launches, by share of flavour profile, 2021-23
- Ice cream brands put a twist on familiar flavours to keep consumers engaged
- Brand renovation/innovation: Häagen-Dazs launches macaron infused ice cream

Europe: ice cream brands embrace co-branding and product tie- ins

- Nostalgia is a powerful tool in tough 2023
- The share of ice cream launches featuring a co-branded claim remains niche
- Co-branding with cherished indulgent brands can help ice cream convey a more profound treat appeal

The Middle East & Africa (MEA)

- Cups/tubs are the most popular ice cream format in MEA

ASIA PACIFIC (APAC)

Asia: ice cream brands cater to health conscious consumers

- Ice cream fans are interested in better-for-you formulations, but taste quality cannot be sacrificed
- Ice cream brands are formulating with nutritious and healthy ingredients

Asia: floral flavours can bloom in ice cream

- Consumers are keen to try ice cream with floral flavour profiles
- Brands stir up the senses with the aromatic flavours and vibrant colours of flowers

Australia and New Zealand (ANZ)

- Ethical and environmentally friendly claims are trending among launches in Australia and New Zealand

THE AMERICAS

North America: ice cream innovation embraces a more planet-friendly, compassionate positioning

- For consumers, sustainability is taking a backseat due to the rising cost of living
- Ice cream brands dial up environmental and human welfare claims
 - Graph 2: ice cream launches, by share of select ethical claims, 2019-23
- Ice cream brands demonstrate value credentials to complement ethics with product quality

North America: chocolate flavoured ice cream caters to the heightened need for comfort food

- Comfort eating is likely to persist due to economic uncertainty
- Chocolate flavoured ice cream launches record a small but significant increase
 - Graph 3: ice cream launches, by share of flavour subgroup, 2019-23
- Chocolate is a source of innovation among ice cream launches

Latin America

- Consumers want better-for-you ice cream alternatives, but low/no-sugar options remain niche
 - Graph 4: ice cream launches, by share of select minus claims, 2019-23
- In Latin America, some ice cream brands have expanded their no added sugar offerings

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