

ICE CREAM – INDIAN CONSUMER – 2019

Innovate in flavours, textures and health claims to stay ahead of the competition and cater to a large indulgence-seeking audience.



Saptarshi Banerjee,
Senior Research Analyst –
Lifestyle, India



Report Content

- What you need to know

EXECUTIVE SUMMARY

- What you need to know
- Global retail market overview: ice cream, 2019
 - Graph 1: Consumption of various type of ice creams, May 2019
 - Graph 2: Top five flavours as a share of ice cream launches, September 2016–August 2019
 - Graph 3: Top five textures as a share of ice cream launches, September 2016–August 2019
- Enhance product dimensions through new flavours and textures
- Health claims are understated
 - Graph 4: Top five health claims as a share of ice cream launches, September 2016–August 2019
- Introduce both plus and minus claims to appeal to a larger audience
- The future of ice cream in India: Key insights

KEY TRENDS

- What you need to know
 - Graph 5: Share of launches that carry a dessert flavour, by category, September 2016–August 2019
- Unique Indian flavours on the rise

Global trends and how they are playing out in India

- With less sugar, more protein and very little fat, ice creams are getting healthier
- Help Me Help Myself
- Ice cream meets Mintel Trends

CONSUMER INSIGHTS

- What you need to know

The ice cream consumer

- Who are the consumers?
 - Graph 6: Consumption of different ice cream types, by age group, region and city tier, May 2019

Flavours and textures

- Consumers seek enhanced flavour and texture
 - Graph 7: Select added ingredients interested in trying in ice cream, by age, gender and region, May 2019

- Innovate for different demographics
- Enhance product dimensions
- Seek inspiration from global flavours
- Indian flavours
- Upcoming flavours
 - Graph 8: Select attitudes to ice cream, by age group and region, May 2019
- Explore crunchy textures through the addition of nuts/biscuits

Health

- After taste, consumers want added health benefits
- TURF analysis reveals the mix of attributes that will attract the largest number of unique respondents
- TURF Methodology
 - Graph 9: High-/added-protein claims as a share of ice cream launches, Sep 2017-Aug 2019
 - Graph 10: Interest in added protein as an ingredient in ice creams, by age, city tier and region
 - Graph 11: L/N/R sugar claims as a share of ice cream launches, Sep 2017-Aug 2019
 - Graph 12: Natural sweeteners as added ingredient in ice cream, by city tier and region, May 2019
 - Graph 13: Select attitude towards ice cream, by age and city tier, May 2019

Purchase touchpoints

- Graph 14: Top factors considered apart from flavour while choosing ice cream, May 2019
- Graph 15: Attitudes towards ice cream, by age, May 2019
- Graph 16: Select factors important while choosing ice cream apart from flavour, by city tier, May 2019
- Graph 17: Special offers as a factor after flavour while choosing an ice cream, by household groups, May 2019

MARKET APPLICATIONS

- What you need to know

Opportunities

- Enhance products through flavour and texture
- Make ice cream healthy
- Added health benefits that brands can include
- Drive trust through experiences at parlours

Who's innovating

- Perf Ice Candy

Global innovations

- Zero-calorie ice pops
- Brands celebrate health benefits on pack to attract consumers' attention
- Häagen-Dazs introduces gelato in mini cups

- South African Juice Revolution brings cold-pressed juice pops to the market
- Häagen-Dazs introduces its floral-flavoured Flowers Collection ice cream into France
- 'Mess-free' ice creams suitable for smartphone users and gamers

APPENDIX

- Abbreviations
- Scope of the research
- Consumer survey methodology

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