

# THE FUTURE OF ICE CREAM: 2019

Global Annual Review: what's now and what's next for the ice cream market.



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# Report Content

- A look back, and a look ahead

## THE BIG STORIES

- Mintel's perspective

### **Halo Top's success is followed by a surge in NPD with high/added protein and low/no/reduced sugar recipes**

- Graph 1: dairy-based ice cream launches, by selected claim, 2013-18
- Global consumers are interested in Halo Top's features, like added protein, zero sugar and clear calorie count on pack
- Global brands take packaging inspiration from Halo Top's tubs

### **Acquisition activity hots up among Asian ice cream giants**

- Unilever Hindustan buys Adityaa Milk owner to help compete with Indian market leader Amul
- Chinese dairy giant Yili buys up leading Thai ice cream manufacturer Chomantha
- Lotte invests \$1billion+ in boosting production of treat goods, including ice cream

### **Magnum goes vegan as launch activity soars in plant-based ice creams**

- Magnum goes vegan
- Magnum's vegan ice cream is perceived as premium but respondents query its 'good value' credentials
- Plant-based ice cream launches are growing but consumers are unsure about their quality

## IN THE NEXT TWO YEARS

- Mintel's perspective

### **Ice pops will emulate smoothies by offering functional health benefits**

- Smoothies offer innovation inspiration to ice pops
- Ice pops need to widen their appeal among a broader audience
- More companies will emulate Unilever's new ice pop partner Babasucco

### **Oats will be the darling of plant-based ice cream**

- Graph 2: plant-based ice cream launches, by selected ingredient, 2018
- Oats have textural and environmental benefits for ice cream makers
- As oat ice cream expands, brands will celebrate the provenance, freshness and sustainability of their oats

### **For adults only: alcohol-inspired ice creams will be easier to find**

- Alcohol will elevate the guilt-tinged indulgent appeal of ice creams

## The Future of Ice Cream: 2019

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- Interest in alcoholic ice cream
- Other reasons to believe in boozy ice cream:

### THE NEXT FIVE YEARS

- Mintel's perspective
- Hygiene fears and smartphone usage will bring opportunities for mess-free ice creams
- Pleasure and pain: chilli flakes and sauce will deliver a memorably spicy sweet flavour hit
- After booza slow-melting ice cream comes slow-melting ice pops

### KEY MARKET DATA

- US and China are the world's biggest ice cream markets, with Russia leading the rest of the pack
- India has recorded the fastest volume growth in the past five years
- Nordic countries are among the biggest consumers of ice cream, but Americans eat the most
- Chocolate extends its lead as the most typical flavour in ice cream NPD

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