

# THE FUTURE OF ICE CREAM: 2020

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

### **Vegan ice creams are learning from their dairy counterparts**

- A wider breadth of vegan ice cream flavours are available
  - Graph 1: flavours (including blends) in plant-based ice creams, Nov 2016-Oct 2019
- Plant-based ice cream plays with texture
- Create luxury plant-based options

### **New ways to demonstrate indulgence**

- Inclusions and inspiration from popular bakery items
- Alcohol proves popular in ice cream
- Established luxury brands are moving into premium ice cream

### **Ice cream expands its growing healthy image**

- The power of zero: sugar reduction
- Improve health perceptions through the addition of real fruit and vegetables
- Brands look to fortification to enhance the healthy image of ice cream
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## IN THE NEXT TWO YEARS

- Mintel's perspective

### **Redefining convenience**

- Snacking on ice cream is popular, making the need for convenient formats even greater
- Mess-free formats for smartphone users and children
- There is opportunity to increase usage by tailoring products to specific occasions

### **Ice cream meets more health demands**

- Gut health will become more prominent
- Functional ingredients in ice cream will target a broader range of specific issues
- Plant proteins offer an alternative to those in pursuit of sustainability and health

## Environmental factors will have an impact

- Ice cream will need to step up to the sustainability challenge
- Plant-based ice cream will explore bases such as quinoa
- Demand for sustainable sourcing could drive the appeal of organic

## IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Personalisation goes to the next level
- Consumers will look to companies for sustainability solutions
- Synthetic ingredients will be prominent in ice cream

## KEY MARKET DATA

- The US and China are the largest global ice cream markets
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- Japan and the US are leading the charge in share of ice cream launches
  - Graph 2: launches of dairy ice cream, plant-based ice cream and water-based ice lollies, by selected country, by year
- Plant-based ice cream steals share of launches from dairy-based, while ice lolly share of launches holds steady
  - Graph 3: ice cream product launches, by sub-category, by year
- Vanilla-flavoured ice cream loses favour in global launches, while use of biscuit/cookie flavour is increasing

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