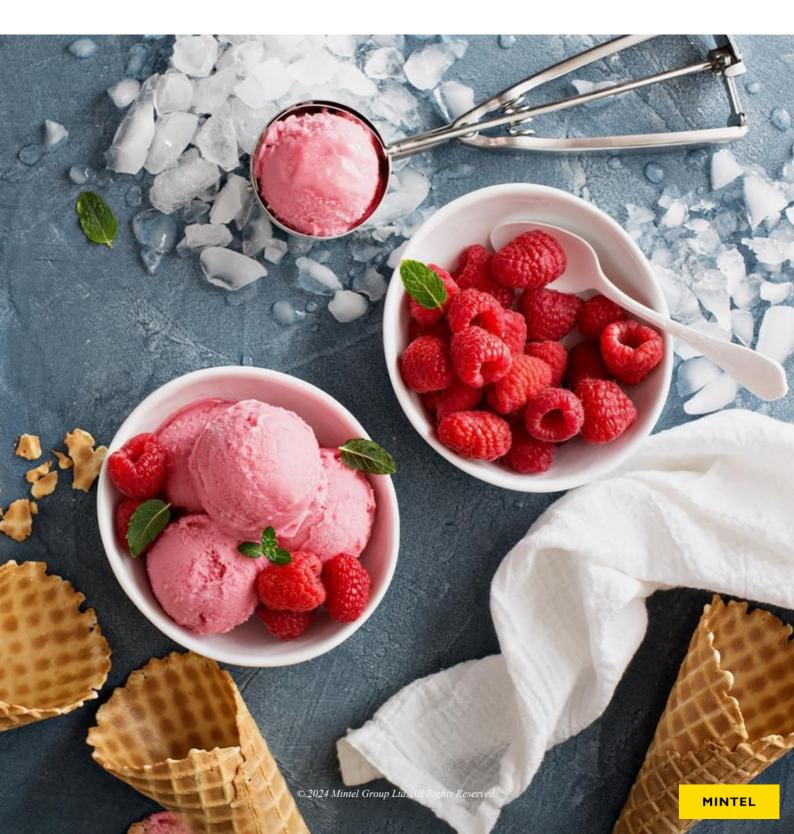
THE FUTURE OF ICE CREAM: 2020

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





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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