

# THE FUTURE OF ICE CREAM: 2021

Ice cream is indulgent and taste-driven. However, the category will be challenged on sustainability and can look to health opportunities to drive momentum.



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# Report Content



- Listen to our Global Ice cream expert, Regina Haydon, talk you through the key stories from this report (video length: 15mins)
- The now, the next and beyond

## WHERE WE ARE NOW

- 2020: a year of innovation and adaptation for ice cream brands
- Ice cream brands are looking to cater to varied consumer demands
- What we are seeing

## IN THE NEXT TWO YEARS

- Mintel's perspective

### Sustainability matters

- Sustainability: all eyes are still on packaging
- Sustainable pack solutions are emerging in ice cream; however, there is still ample room for innovation
- Market leaders are setting a tone for more sustainable packaging solutions
- Focus on refrigeration systems and their environmental footprint
- Plant-based products and ingredients have a global appeal
- Plant-based ingredients can reinforce the eco- and health credentials of ice cream
  - Graph 1: new plant-based vs dairy-based ice cream & frozen yogurt launches, 2015-20

### Ways to create excitement

- International inspirations can invigorate ice cream innovations
- Appeal of unique and refined flavours from Japan
- Use flavour and packaging to enhance the indulgence of plant-based ice cream
- The quest for experiences is on the rise
- Innovate with textures for multi-level engagement with consumers
- DIY ice cream kits can cater to changed consumer habits

### New formulations for health goals

- Functional formulations are of interest to ice cream consumers
- Opportunities exist to drive digestive and immune system claims in ice cream further
- Functional ice cream needs to deliver value and taste
- Health-minded parents are interested in fortified ice cream for their children

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- Graph 2: "The COVID-19 outbreak has prompted me to add more nutrients that support the immune system to my diet", all vs parents, May 2020

### IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Innovate, but educate: with more information lab-grown ingredients can be appealing, especially to young audiences
- Animal-free whey protein is already available in ice cream
- Education and further research is likely to create a more solid foundation for future CBD-infused food launches
  - Graph 3: attributes associated with food and drink with CBD, 2020
- Relaxation of regulations will lead to the upsurge of CBD-infused ice cream
- Technological advancements can make indulgent categories more permissible
- Consumers are ready to embrace personalised diets

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