

THE FUTURE OF ICE CREAM: 2023

Ice cream premiumisation offers quality and sensory experiences, while functionality and sustainability provide consumers with reassurance.



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Report Content



- Meet Mintel's global ice cream expert

WHAT YOU NEED TO KNOW

- Where we are now
- In the next two years
- In five years and beyond

IN THE NEXT TWO YEARS

- Mintel's perspective

Parlour-inspired premiumisation

- Focus on value and quality
- Look to inspiration from ice cream shops
 - Graph 1: frozen treat associations by location, 2021
- Bring parlour ice cream attributes into retail
- Foodservice-inspired inclusions provide a multisensory experience
- Look to dense textures for high quality

Energise the category with protein

- Functional ice cream appeals to youngsters
- Promote energy-boosting ice cream
- Consumers are increasingly placing importance on food and drink with high protein
 - Graph 2: % of consumers who deem high protein to be important when shopping for foods, by market, 2021-23*
- Target young consumers who are keen on high protein
- Take inspiration from the booming energy drinks sector

Alleviate guilt with a focus on sustainability

- Utilise sustainability claims to encourage ice cream consumption
 - Graph 3: agreement that sustainability claims make indulgent treats feel more permissible, by age, 2022
- Consumers want to save the planet, but aren't keen on giving up dairy
- Blends will appeal to youngsters
- Carbon footprint is the future of sustainability reporting
- Focus on carbon, not regenerative agriculture
- Consumers are willing to try, but not buy, protein from fermentation
 - Graph 4: interest in trial or purchase of milk with protein made from fermentation, by age, 2023

IN FIVE YEARS AND BEYOND

- Mintel's perspective

Artificial intelligence widens horizons

- Use AI to create flavours, design packaging and discover ingredients
- Use AI to create packaging and flavours, and discover ingredients

Hydration amidst climate change chaos

- Offer hydrating ice creams to aid climate-related issues
- Develop hydration qualities in ice cream innovation

Shift to blood sugar management

- Help consumers regulate blood sugar
- US brands turn to natural sweeteners for blood sugar rebalancing

KEY TAKEAWAYS

- Key takeaways

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