THE FUTURE OF ICE CREAM: 2023

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

Kate Vlietstra, Director, Mintel Food & Drink
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
  - 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
  - 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