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for the **ASIAN FOOD SUPPLY CHAIN**



# Ice Cream Market Trend 2018



# Global Ice Cream Market



- The Global ice-cream market is expected to reach USD 89.5 billion by 2023, growing at a CAGR of 4.9%. The rise in income along with an increase in demand for sweet dishes are driving the growth of this market.
- Unilever dominates the global market with eight of the 15 top selling brands and a 22% share where as Nestle is the closest corporate rival of Unilever with four brands in the top 15.
- The sales of low-quality ice cream have been declining due to the increased preference for **premium** ice cream.
- Contributors to the growth are **organic** and **low fat ice cream**.
- The **organic ice cream market** is on the rise due to the manufacturers **maximizing the nutritional credentials** in ice cream, and **increasing the organic ingredients**.

*Source: Euromonitor, May 2017.*

# Market Trends



- **New innovative flavours** act as a major driver for this market.
- Private labelling such as Kroger reduces the price of ice creams while increasing the demand.
- The rise in demand for ice cream products from consumers above the age of 50 is another factor that contributes to the growth of this market.
- The introduction of **lactose-free** ice cream has further increased competition in this market and enhance the ice cream market.
- Consumption of lactose causes several problems such as gas, bloating, and diarrhea.
- This resulted in several ice-cream manufacturers formulating their **lactose-free** ice creams to cater to the niche market of lactose-intolerant consumers.
- **Health concerns** pose a threat to this market, especially in the developed countries.

***Source: Euromonitor, May 2017.***

# Major Players



## Major Manufacturing Companies

- Blue Bell Creameries
- General Mills
- Mars
- Nestle
- Lotte Confectionery
- Unileve

*Source: Euromonitor, May 2017.*

# Market Segmentation



- The market is segmented on the basis of product type, which has been further subdivided by recipe into **ordinary (hard), French, reduced fat, light, soft, no sugar added, lactose-free, gluten-free and organic ice cream.**
- By shapes, ice creams come in sticks, buckets, sundae, floats and frozen novelties, which may include **frozen custard, frozen yogurt, dondurma, gelato, sherbet, snow cones, frozen soufflé** and others.
- By sales, the market is segmented into impulsive, take-home, and artisanal ice cream where the impulse segment dominated the market which accounted for a market share of 39%.
- Factors such as the desire to indulge in ice cream and the rise in demand for small portion of snacking options will drive the market.

*Source: Euromonitor, May 2017.*

# Market Segmentation



## Ice Cream market segments by recipe:-

- Ordinary (Hard)
- French
- Reduced Fat
- Light
- Soft
- No Sugar Added
- Lactose-free
- Gluten-Free
- Organic

*Source: Euromonitor, May 2017.*

# Market Segmentation



## Ice Cream market segments by shape:-

- Sticks (bars)
- Buckets
- Sundae
- Floats
- Frozen Novelties

# Market Examples

# Reduced Fat



**Skinny Cow Ice Cream  
Cup Strawberry  
Cheesecake Low Fat**  
Contains Inulin and whey  
protein



**Häagen-Dazs Orange/ Purple  
Potato Ice Cream**



**Breyers® delights Low Calorie  
Creamy Chocolate Ice Cream**  
Made with real cocoa



**ProYo Low Fat High Protein  
Ice Cream**  
Contains Inulin, Xylitol and  
Whey Protein Concentrate



**Yarnell's Guilt Free  
Premium Homemade  
Vanilla Ice Cream**  
Contains whey protein



**Brio Icecream Mellow Dark Chocolate**  
Half the fat and 35% fewer calories than  
super-premium ice cream, Contains 6g of  
protein and enriched with Omega 3,6,9



## ACTIVE D' lite Ice Cream with Probiotics

Contains fructooligosaccharides and inulin that used in both the ice cream and the chocolate coating, whey protein isolate, erythritol and stevia.

# Light



## Hood New England Creamery Homemade Vanilla Ice Cream

Contains Whey Protein Concentrate



## Arctic Zero Frozen Dessert

Contains 12g whey protein concentrate, 8g fibers (chicory root/sugarcane fiber) & monk fruit concentrate



## FRUDOZA Light ice cream

"Milk flavored yogurt" with pineapple chunks/  
Vanilla and yogurt base with prunes and cereal/  
Vanilla base with pumpkin and muesli



## Luv Ice Cream

Contains chicory root inulin and stevia



## Walls Soft Scoop Light Vanilla Ice Cream

Contains Inulin

# No Sugar Added



**Luv Ice Cream**

Contains inulin and Stevia



**Zilch Ice Cream**

Contains inulin



**Carb Clever™ Vanilla Dairy Ice Cream**

Contains inulin and Stevia



**Fro Pro Ice Cream**

Contains Whey Protein Isolate



**Peters Ice Cream No Added Sugar Creamy Vanilla**

Contains Acesulphame K & Sucralose



**Thrive Ice Cream**

Contains inulin and probiotic cultures

# Lactose-free



**Minus the Moo Lactose Free Ice Cream**



**Clemmy's Sugar/Lactose-free ice cream**  
Contains xylitol



**So Delicious Dairy Free Coconut Milk Ice Cream**  
Contains Inulin & Pea Protein



**Peters Lactose Free Ice Cream**  
Cookies & Cream/Vanilla



**Taywell Sweet Rebellion Ice Cream**  
Contains Inulin



**So Good Coconut Vanilla**  
Contains inulin

# Gluten-free



## Jawea Ice Cream

Rice floura provides pleasant layer of starch



## Yuengling's Super Premium Ice Cream

Contains Inulin, Pea Protein and Pea Fiber



## Wink Frozen Desserts

Contains Inulin (Prebiotic Fiber) & Pea Protein



## Thrive Ice Cream

Contains inulin and probiotic cultures



## Cool Whey Protein Ice Cream

Contains inulin, erythritol, stevia, whey protein isolate and whey protein concentrate



## Simple Truth Delicious Low Calorie Ice Cream

Contains Chicory Root Fiber and Whey Protein Concentrate

# Organic



**The Chufa Co. Ice Cream**  
Contains Inulin & Pea Protein



**Foxy's Ice Cream**  
Contains Inulin



**Phin & Phebes**  
**Vietnamese Iced Coffee**  
Contains chicory & cardamom



**Brio! Dark**  
**Chocolate Ice Cream**  
Contains inulin & whey protein concentrate



**NadaMoo Ice Cream**  
Contains inulin



**Seriously Good Ice Cream**  
Contains inulin

# References



- Mordor Intelligence. (Oct 2017). Global Ice Cream Market - Growth, Trends, and Forecasts (2018 - 2023).