

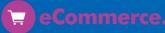
Total solutions & services

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.**

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.

Major Players



Major Manufacturing Companies

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

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.

Market Segmentation



Ice Cream market segments by recipe:-

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

Market Segmentation



Ice Cream market segments by shape:-

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



Market Examples

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

Reduced Fat





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







Luv Ice Cream Contains inulin and Stevia



Zilch Ice Cream Contains inulin





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

JAWEA JAWEA SALTY DULCE SALT

Jawea Ice Cream

Rice floura provides pleasant layer of starch



Thrive Ice Cream

Contains inulin and probiotic cultures

Gluten-free



Yuengling's Super Premium Ice Cream

Contains Inulin, Pea Protein and Pea Fiber



Cool Whey Protein Ice Cream

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



Wink Frozen Desserts

Contains Inulin (Prebiotic Fiber)
& Pea Protein



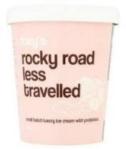
Simple Truth Delicious Low Calorie Ice Cream

Contains Chicory Root Fiber and Whey Protein Concentrate



The Chufa Co. Ice Cream
Contains Inulin & Pea Protein

Organic





Foxy's Ice Cream
Contains Inulin





Phin & Phebes
Vietnamese Iced Coffee
Contains chicory & cardamon



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).