

Ice Cream - China - June 2015

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“Given the willingness to trade up for healthier ice cream products, coupled with the huge potential for expanding consumption, there is strong evidence for promising growth. Moreover, the rise of an experiential consumption culture exemplifies Chinese consumers’ eagerness to chase sensory experiences in food and drinks, which will be a vital element for premiumisation”
 – Esther Lau, Research Analyst

This report looks at the following areas:

- Artisanal ice cream chains drive the growth of premium packaged products
- In line with the global trend, healthy is king
- From simplicity back to complexity
- Embracing in-home usage – Snacks for women and kids

This market covers all packaged ice cream, sorbets and water ices in family packs, individually wrapped and multipack format. It excludes unpackaged items, desserts, frozen cakes and tofu. Market value and volume comprises sales through all retail channels including direct to consumer.

Inclusions: Packaged ice cream, eg large tubs/bricks/family packs; multipacks and individually wrapped ice creams, sorbets and lollies – can be craft/local or mass produced

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Introduction

In this report we answer the key questions:

Definition

Methodology

Abbreviations

Executive Summary

The market

Figure 1: Retail market value of ice cream in China, 2010-20

Companies and brands

Figure 2: Value share of China's ice cream retail market, by company, 2013 and 2014

Who's innovating?

Mixed flavour and extra toppings add sensory experience

Vegetable-inspired holds the key for the health conscious

The consumer

Soft-serve ice cream offered by on-trade channels remains the most popular format in China

Figure 3: Usage of different types of ice cream products in the last 6 months, April 2015

Scope to boost the appeal of packaged ice cream by harnessing the healthy connotation of natural ingredients

Figure 4: Elements associated with different types of ice cream products, April 2015

Adventurous behaviour can spark more unusual flavours in the Chinese market

Figure 5: Attitudes towards ice cream products, April 2015

Dessert and coffee inspired ice cream are the hottest flavours

Figure 6: Interest in innovative ice cream flavours, April 2015

Sensory experience is key

Figure 7: Elements contributing to creating the ideal ice cream product, April 2015

Over 70% of respondents eat ice cream when relaxing

Figure 8: Occasions for eating ice cream in the last 6 months, April 2015

What we think

Issues and Insights

Artisanal ice cream chains drive the growth of premium packaged products

The facts

The implications

In line with the global trend, healthy is king

The facts

The implications

From simplicity back to complexity

The facts

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The implications

Embracing in-home usage – Snacks for women and kids

The facts

The implications

Trend Application

Sense of the Intense

Locavore

Play Ethic

Market Size and Forecast

Key points

The rise of ice cream chains encourages the presence of packaged artisanal ice cream products

Figure 9: Retail sales of ice cream, by value and volume, China, 2012-14

Harnessing sensory enjoyment to satisfy consumers' increasingly sophisticated tastes

Future demand for healthy ice cream will lead the market to grow at a strong pace

China's ice cream market expects to grow sustainably

Figure 10: Retail sales of ice cream, by value, China, 2010-20

Figure 11: Retail sales of ice cream, by volume, China, 2010-20

Forecast methodology

Market Segmentation

Key points

Individually wrapped ice cream dominates the market

Figure 12: Segment performance of ice cream market in China, by value, 2010-14

Figure 13: Segment performance of ice cream market in other countries, by value, 2014

In-home usage supports the growth of family/multipacks

Figure 14: Retail value sales and volume of ice cream, by segment, China, 2014

Figure 15: Retail value sales of ice cream, by segment, China, 2015-20

Market Share

Key points

Figure 16: Value and volume share of China's ice cream retail market, by company, 2013 and 2014

Multi-brand portfolio creates dynamic competitive landscape

Opportunities for smaller-scale brands to leverage unfulfilled market capacity

Who's Innovating?

Key points

Gourmet flavours define premiumisation

Figure 17: Frozen treats launches, by top 5 flavours, 2010-15

Figure 18: Chocolate Truffle Flavoured Ice Cream launched by Wall's Magnum in China, April 2015

Dessert-inspired and coffee-inspired

Figure 19: Bitter Coffee Flavoured Torch Shaped Ice Cream launched by Inner Mongolian Yili Industrial Group in China, September 2014 and Tiramisu flavoured ice cream launched by Inner Mongolian Yili Industrial Group in China, June 2015

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Mixed flavour and extra toppings add sensory experience

Figure 20: Ultra Chocolate Flavoured Ice Cream Cone and Blueberry Cheesecake Ice Cream Cone launched by Wall's Cornetto in China, October 2014

Figure 21: Three Layer Grape Soda Ice Stick launched by Lotte in Japan, July 2014 and Walnut Crispy Ice Cream launched by Jiu Zhou Dairy Qianhe in China, August 2014

Vegetable-inspired holds the key for the health conscious

Figure 22: Frozen treat launches, by ingredients, 2010-14

Figure 23: Tomato Cherry Ice Cream and Carrot Orange launched by Häagen-Dazs Spoon Vege in Japan, July 2014

Figure 24: Corn Flavoured Ice Cream launched by Inner Mongolia Wulanbuhe Dairy Qianhe in China, August 2014

Ice cream cup or tub is getting momentum

Figure 25: Dairy-based frozen launches, by format type, 2010-14

Figure 26: Chocolate and vanilla flavoured mini ice cream cones launched by inner Mongolia Yili Industrial Group in China, June 2015

Embracing alcoholic flavours for adults is a growing global trend

Figure 27: Mojito Water Ice Lolly launched by Unilever Solero in the UK, May 2015 and Remy Martin Christmas Ice Cream launched by Tesco Finest in the UK, November 2014

Companies and Brands

Unilever

Mengniu

Yili

The Consumer – Usage of Ice Cream

Key points

Soft-serve ice cream offered by on-trade channels remains the most popular format in China

Figure 28: Usage of different types of ice cream products in the last 6 months, April 2015

Females are the main customers for all types of ice cream products

Figure 29: Usage of different types of ice cream products in the last 6 months, by gender and age, April 2015

Figure 30: Banana Flavoured Ice Cream Sticks launched by Binggrae Melona in China, October 2014 & Yogurt Peach Flavoured Ice Stick launched by Inner Mongolia Wulanbuhe Dairy in China, September 2014

Sorbet is popular among young females while frozen yogurt is more appealing to the older generation

Figure 31: Usage of different types of ice cream products in the last 6 months, by gender and age, April 2015

Figure 32: Old Style Yogurt Ice Cream launched by Yi Tong Shi Jia in China, September 2014

Income and households with children are the main differentiations for sorbets and frozen yogurt usage

Figure 33: Usage of different types of ice cream products in the last 6 months, by monthly household income, April 2015

Figure 34: Golden Pineapple Sorbet launched by Ohayo Dairy Products in Japan, May 2014 & Strawberry Yogurt Flavoured Ice Cream launched by Inner Mongolia Mengniu Dairy Group Mönmilk Deluxe in China, October 2014

The Consumer – Correspondence Analysis

Key points

Methodology

Scope to boost the appeal of packaged ice cream by harnessing the healthy connotation of natural ingredients

Figure 35: Elements associated with different types of ice cream products, April 2015

Soft-serve ice cream represents diverse features

The Consumer – Perceptions of Different Types of Ice Cream

Key points

Artificial ingredients and being too sweet are discouraging female consumers from purchasing packaged ice cream

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Figure 36: Elements associated with different types of ice cream products, April 2015

Figure 37: Elements associated with different types of ice cream products, by demographics, April 2015

Figure 38: Strawberry & Vanilla Ice Cream Cones launched by Tesco Free From in the UK, May 2015

Figure 39: Elements associated with different types of ice cream products, by gender, April 2015

Figure 40: Mint Chocolate Chip Frozen Greek Yogurt Bars launched by Yasso in the USA, April 2015

Ice cream tubs and cups can offer multiple flavours for targeting families with children

Figure 41: Elements associated with different types of ice cream products, by presence of children in household, April 2015

Figure 42: Cookie Party Ice Cream launched by Häagen-Dazs Mini Cup in Japan, April 2015 and Assorted Ice Cream launched by Wall's Huan Qiu Zhen Xuan in China, April 2015

The Consumer – Attitudes towards Ice Cream Products

Key points

Adventurous behaviour can spark more unusual flavours in the Chinese market

Figure 43: Attitudes towards ice cream products, April 2015

Figure 44: Attitude towards ice cream products, by monthly personal income and children in household, April 2015

Figure 45: Imagine Whirled Peace Ice Cream launched by Ben & Jerry's USA Vermont's Finest in China, October 2014 & Violet and Alpine Honey Ice Cream launched by Gineys Histories de Glaces in France, August 2014

Health benefits hold the key to premiumisation

Figure 46: Attitudes towards ice cream products, by demographics, April 2015

Figure 47: Yogurt and Rose Petals Ice Cream launched by Coppa della Maga in France, October 2014

Figure 48: Attitudes towards ice cream products, by demographics, April 2015

Figure 49: Remarkable Berries and Cream Ice Cream launched by Joe Delucci's Gelato in the UK, April 2015 Caramel Ice Cream Stick launched by Unilever Magnum in the UK, April 2015

Learn from existing frozen yogurt products

Figure 50: Attitudes towards ice cream products, by gender and age, April 2015

Figure 51: Luxury Frozen Mango Yogurt launched by Margaret's Frozen Luxuries in the UK, May 2015 and Pomegranate Bio Lie Frozen Yogurt launched by Yog Dairy in the UK, February 2015

The Consumer – Interest in Ice Cream Flavours

Key points

Aligned with the global trend, dessert and coffee inspired ice cream are the hottest flavours

Figure 52: Interest in innovative ice cream flavours, April 2015

Figure 53: Interest in innovative ice cream flavours, by gender and age, April 2015

Figure 54: Interest in innovative ice cream flavours, by city tiers, April 2015

Figure 55: Macchiato Coffee Flavoured Ice Cream launched by Wu Feng Shi Napoleon in China, July 2014 and The Ultimate Colombian Coffee Ice Cream launched by Marks & Spencer in the UK, October 2014

Vegetable inspired flavours offer strong potential

Figure 56: Interest in innovative ice cream flavours, by gender and age, April 2015

Figure 57: Interest in innovative ice cream flavours, By Mintropolitans versus Non-Mintropolitans, April 2015

Figure 58: Lemon Ginger Float Ice Cream launched by Häagen-Dazs Mini Cup in Japan, August 2014

Ethnic inspired is important to ensure premium image

Figure 59: Interest in innovative ice cream flavours, by demographics, April 2015

Figure 60: California Walnut Ice Cream launched by Wu Feng Leng Shi Pamper Me in China, July 2014

Alcohol inspired flavoured ice cream generates greatest future interest

Figure 61: Interest in innovative ice cream flavours, by demographics, April 2015

Figure 62: Interest in innovative ice cream flavours, by demographics, April 2015

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Figure 63: Cocktail Lollies launched by Tesco in the UK, April 2015

Figure 64: Rum Banana Flavoured Ice Cream launched by Wu Feng Foods in China, July 2014

Grain inspired and Chinese traditional flavoured tailored for household usage

Figure 65: Interest in innovative ice cream flavours, by demographics, April 2015

Figure 66: Granola Ice Cream Stick launched by Ohayo Dairy Products in Japan, May 2015

Figure 67: Jujube and Milk Flavoured Ice Cream launched by Inner Mongolia Yili Industrial Group in China, September 2014

The Consumer – Creating the Ideal Ice Cream

Key points

Sensory experience is key

Figure 68: Elements contributing to creating the Ideal Ice Cream Product, April 2015

Figure 69: Elements contributing to creating the ideal ice cream product, by gender and age, April 2015

Figure 70: Strawberry Bar launched by Yong An Foods Sunices Shui Guo Series in China, September 2014

Figure 71: Dried Cranberry and Milk Ice Cream launched by Meiji in China, March 2015

Being healthy is an inevitable fashion

Figure 72: Elements contributing to creating the ideal ice cream product, by demographics, April 2015

Figure 73: Lv Se Di Dai Mung Bean Flavoured Low-Sugar Ice Cream launched by Inner Mongolia Yili Industrial Group in China, October 2014

Older generations have greater interest in organic ice cream

Figure 74: Elements contributing to creating the ideal ice cream product, by demographics, April 2015

Figure 75: Organic Banana & Raspberry Smoothie Ice Lollies launched by Real Nice Organic in the UK, October 2014 & Organic Luxury Ice Cream launched by Mackie's of Scotland in the UK, June 2014

The Consumer – Occasions for Eating Ice Cream

Key points

Over 70% of respondents eat ice cream when relaxing

Figure 76: Occasions of eating ice cream in the last 6 months, April 2015

Figure 77: Occasions of eating ice cream in the last 6 months, by age, April 2015

Snacking behaviour appeals to affluent female consumers

Figure 78: Occasions of eating ice cream in the last 6 months, by demographics, April 2015

Figure 79: Your Mini Favourite Ice Cream Assortment launched by Unilever Wall's Evening Selection in France and Spain, May 2015

64% of females aged 40+ are have a strong need for ice cream when they crave something sweet

Figure 80: Occasions of eating ice cream in the last 6 months, by gender and age, April 2015

Figure 81: Pink Raspberry & Black Espresso Ice Creams launched by Magnum Mini in the UK, April 2015

Replenishing energy can encourage older generations and higher earners to purchase ice cream

Figure 82: Occasions of eating ice cream in the last 6 months, by gender and age & monthly household income, April 2015

Figure 83: Banoffee Protein Ice Cream launched by W! Wheyhey Protein Ice Cream in the UK, December 2014

More than a third of households with children eat ice cream while on-the-go

Figure 84: Occasions of eating ice cream in the last 6 months, by children in household, April 2015

Figure 85: Your Family Favourites Ice Cream Assortment launched by Unilever Wall's After School in France, May 2015

The Consumer – Meet the Mintropolitans

Key points

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Why Mintropolitans?

Who are they?

Figure 86: Demographic profile of Mintropolitans versus Non-Mintropolitans, by gender, age and personal income

Figure 87: Demographic profile of Mintropolitans versus Non-Mintropolitans, by marital status, city tier and education level

Vegetable-flavoured and organic ice cream is loved by Mintropolitans

Figure 88: Interest in innovative ice cream flavours, by Mintropolitans versus Non-Mintropolitans, April 2015

Figure 89: Elements contributing to creating the ideal ice cream product, by Mintropolitans versus Non-Mintropolitans, April 2015

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