

## Ice Cream - UK - July 2011

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“Ice cream is most typically eaten as a treat, signalling the role of the category as being first and foremost about indulgence. Reflecting this, favourite flavour is most commonly quoted as an important choice factor when buying ice cream. A unique flavour signature, where consumers can discern the difference, could thus be the key to securing brand loyalty.”

– Kiti Soininen, Head of UK Food and Drink Research

### In this report we answer the key questions:

In this report we answer the key questions:

- How can brands compete on grounds other than price?
- How much potential is there for frozen yogurt in the retail channel?
- Can 'light' variants help to drive demand?
- What factors are most important to consumers when choosing ice cream?

Definition:

This report covers the UK retail market for take-home and impulse ice cream, as well as sorbets and frozen yogurts. Impulse ice cream is defined as single-serve ice cream purchased for immediate consumption. Take-home ice cream is defined as any product that comprises primarily ice cream and is intended for consumption in the home.

This report covers three sectors, including tubs and blocks, handheld multipacks and handheld singles.

While the food service sector is discussed in parts of the report, sales through the food service channel are not included in the market size.

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