

Ice Cream - China - June 2017

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“The challenges from non-retail channels urge ice cream manufacturers to bring more excitement, by emphasising naturalness and authenticity. In the meantime, consumers are still looking for indulgence, which should not be compromised. There is scope for ice cream as a mood food with a premium price, to sooth the stressful lives of the young generation.”

– Cheryl Ni, Research Analyst: Food & Drink

This report looks at the following areas:

- Revival of nostalgic brands
- Fruit-based products as mood food for young males
- Tap into family occasion with more indulgent and safer products

The ice cream category in China has maintained an upward trend in retail market value, despite the decrease of volume consumption. Consumers opt for products using ingredients of better quality or delivering a more indulgent experience. Due to the changing dynamics of consumption occasion, family packs (both large tubs and assorted multipacks) will see further scope in the future.

The usage of natural ingredients will enhance brands’ image to win picky consumers’ hearts. Brands need to keep an eye on certain demographic groups (eg young males) to understand their particular unmet needs, as they might increase consumption volume and value once the category brings more excitement to them.

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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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