

## Ice Cream and Dessert Shops - China - April 2018

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*“China’s ice cream and dessert shop market has enjoyed robust growth in the last five years, helped by the growth of new and more specialised brands; however, there’s still room for more niche products, such as frozen yogurt. As consumers are craving unique and fun experiences, exploring interactive experiences, such as DIY experiences, can help brands to engage with consumers.”*

**– Summer Chen, Research Analyst**

This report looks at the following areas:

- **DIY experiences can help brands to engage with consumers**
- **Inspiration from other food and drink categories offer a route to drive standout**
- **Opportunity for niche desserts/ice creams in the category**

The ice cream shop and dessert market in China has enjoyed a robust double digit CAGR (Compound Annual Growth Rate) in the last five years and is estimated to reach RMB 174.5 billion in 2017. The growth has mainly been fuelled by consumers’ growing craving for indulgence and afternoon tea experience. The market is also seeing more new brands appearing with more specialised ice cream or dessert offerings (such as gelato and cupcakes), heating up the competition.

Mintel’s research shows that consumers visit ice cream and dessert shops mostly for emotion-led (eg for indulgence) rather than functional purposes (for cooling down or sating hunger). Fun, sensory experiences (including taste, texture and visual) are particularly what they are looking for. Popular flavours in the general food and drink sector spark the most demand in ice cream products as well, while other niche flavours fail to appeal, even among unique flavour-seekers.

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### DID YOU KNOW?

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