

Ice Cream - China - 2022

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This report looks at the following areas:

- Future market outlook and growth prospects in the next five years
- COVID-19's impact on the ice cream market and market value forecast under different scenarios
- Latest product trends and growth opportunities
- Consumption trends and changes in product usage
- Perception of different ice cream formats
- Choice factor and preferred flavours when making purchase decisions

87% of respondents with kids under 18 would buy ice cream specially designed for children. Among the fastest growing major snack categories, ice cream can further tap into parents' demand for customised products for their children.

According to Mintel's Impact of COVID-19 in Chinese Consumer – May, 2022, 44% of consumers have stocked up on snacks and 40% for dairy products in the past three months, ranking after convenient meal solutions, fresh produce and cooking condiments. Growing time spent at home may benefit in-home consumption of packaged ice cream, which is among consumers' primary considerations whether they're happy, nostalgic, anxious, lonely or encountering setbacks.

Ice cream has become a popular category for entry by adjacent food and drink brands such as Mars and Maotai. In addition, new retail brand Hema also collaborated with coffee house Tims Hortons and plant-based drink brand Oatly in launching ice cream products with its iconic hippo face. The entry of new players will intensify the competition within the category and change the competitive landscape.

Although taste is of most importance when choosing ice cream, it's important for ice cream brands to cater to the healthy evolution trend which has already taken place in other food and drink categories under the growing priority of healthy eating. TURF analysis shows that if only two factors were considered,



"Growing time spent at home as a result of the recent resurgence of COVID-19 in China may benefit in-home consumption of packaged ice cream due to its comforting role. Brands can step further by transporting consumers to their favourite destinations with ice cream recipes inspired from regional cuisines."

- Roolee Lu, Senior Research Analyst

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81% of respondents think "flavour" and "nutrition" are most important to them when choosing packaged ice cream, revealing the importance of fortified nutrition in further encouraging consumption.



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Table of Contents

OVERVIEW

- What you need to know
- Key issues covered in this Report
- Covered in this Report
- Excluded
- Definition

EXECUTIVE SUMMARY

- **The market**
- **Ice cream remains among the fastest growing major snack categories**
Figure 1: Total retail value sales of ice cream, China, 2016-21
- **The impact from COVID-19 outbreak in 2022**
Figure 2: Summary of Mintel's scenario expectations and the impact on the ice cream market, 2022
Figure 3: COVID-19 scenario value forecasts for ice cream, 2016-2026
- **Companies and brands**
- **Leading players secured their leading positions, while new players are flooding in**
Figure 4: Leading ice cream companies, by value share, 2020-21
- **Dairy-based products dominate NPD, while dairy, beverage and floral flavours are on the rise**
- **The consumer**
- **Consumers of packaged ice cream highly overlaps with ice cream made on the spot**
Figure 5: Consumption frequency, 2022
- **Consumers are more proactive in trying less popular formats**
Figure 6: Product usage, 2020 vs 2022
- **Enhancing consumption experience beyond flavour is in demand**
Figure 7: Choice factor, 2022
- **Cone and tub/cup stand out for kid-friendly, while stick lacks a premium image**
Figure 8: Correspondence analysis* – perception of ice cream, 2022
- **Classic flavours attract most interest, while unconventional flavours can keep heavy users engaged**
Figure 9: Interest in flavours, 2022

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Executive Summary

Full Report PDF

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- **Positive perception towards plant-based ice cream can warrant a higher price**

Figure 10: Consumer behaviours – select items, 2022

- **What we think**

ISSUES AND INSIGHTS

- **Leverage regional flavours to help consumers travel with their mouths**

- **The facts**

- **The implications**

Figure 11: Product examples from Dreyer's D Collection and Marco Sweets & Spices, Japan and US, 2021-2022

- **Renovate with new formulations under healthy eating trend**

- **The facts**

- **The implications**

Figure 12: TURF analysis – choice factor, 2022

Figure 13: New ice cream product launches, by claim category, China, 2017-21

Figure 14: Product examples of ice cream with plus and functional claims, Australia, UK and US, 2021-2022

- **Target at children with customised format and nutrition**

- **The facts**

- **The implications**

Figure 15: Product examples of ice cream with children (5-12) claim, Colombia, Germany, Japan and UK, 2020-2022

Figure 16: Product example from Xiao Ke Miao Er, China, 2022

MARKET SIZE

- **Ice cream is among the fastest growing major snack categories**

Figure 17: Total retail value sales of ice cream, China, 2016-21

Figure 18: Total retail volume sales of ice cream, China, 2016-21

MARKET FACTORS

- **Fast development of ecommerce will further increase accessibility**

- **Trading up demand for dairy products peaks among in-home food**

Figure 19: Trading up and down plans, 2022

COVID INFLUENCES (INCLUDING MARKET FORECAST)

- **COVID-19 China context**
- **COVID-19 impact on the market and consumer**

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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- **Financial situations and spending confidence are affected by the resurgence of COVID**
- **Lockdown boosts demand for in-home foods**
Figure 20: Food and drinks for stock up, 2022
- **Market forecast**
- **Brands can capitalise consumers' trade up interest with premiumised products under minimum-impact scenario**
Figure 21: COVID-19 scenario value forecasts for ice cream, 2016-26
- **Packaged ice cream consumption will benefit from increased at-home time under medium-impact scenario**
- **High-impact scenario may further stimulate the sales due to stockpiling behaviour and demand for comfort foods**

MARKET SHARE

- **Leading players have secured their market shares...**
Figure 22: Leading ice cream companies, by value share, 2020-21
Figure 23: Leading ice cream companies, by volume share, 2020-21
- **...while brands from other categories show strong interest in the market**
Figure 24: Product example from Snickers and Hema, China, 2022

MARKETING ACTIVITIES

- **Using ice cream to transport consumers under travel disruptions**
Figure 25: Product example of Zhongjie 1949 X Singapore Tourism Board, China, 2022
Figure 26: Product example of Magnum's Destinations range, Australia, 2021
- **Creating ethical brand image by actively promoting low carbon lifestyle**
Figure 27: Product example of from NOC Xu Jin Huan and Hema x Oatly, China, 2022
- **Pinning hope on cobranding to intrigue consumption interest**
Figure 28: Product example of Maotai Ice Cream, China, 2022
Figure 29: Product examples of ice creams with cobranded claim, China, 2021-2022

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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NEW PRODUCT TRENDS

- **Dairy-based products dominate, while plant-based ice cream is still niche**

Figure 30: New products launches in ice cream, by subcategory, China, 2017–21

Figure 31: Product examples of plant based ice cream from Italy, China, 2022

- **Dairy, beverage and floral flavours receive growing popularity in NPD**

Figure 32: New ice cream product launches, by top flavour component group, China, 2017–21

Figure 33: New ice cream product launches, by top growing flavour component subgroup, China, 2017–21

Figure 34: Product examples of ice creams with flower, coffee, tea and citrus fruit as flavour component subgroups, China, 2021–22

- **Herbal and grain ingredients with healthy halo**

Figure 35: Product example of herbal and grain ice cream from Mengniu and Bright Dairy, China, 2022

CONSUMPTION FREQUENCY

- **Ice cream consumers are highly overlapped**

Figure 36: Consumption frequency, 2022

- **Heavy users of packaged ice cream peak among females aged 25–29**

Figure 37: Consumption frequency of packaged ice cream – heavy users, by gender and age, 2022

Figure 38: Consumption frequency of packaged ice cream – heavy users, by monthly household income, family structure and city tier, 2022

- **Impulse dispensed ice cream witnesses fast growing popularity**

Figure 39: Consumption frequency – ice cream made on the spot, 2019 vs 2022

Figure 40: Consumption frequency of ice cream made on the spot – heavy users, by age, monthly household income and city tier, 2022

PRODUCT USAGE

- **Cone and popsicles with crispy layer remain the most popular options**

Figure 41: Product usage, 2022

Figure 42: Product usage, 2020 vs 2022

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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- **Consumers become more explorative in trying less popular formats**

Figure 43: Product usage, by gender, 2022

Figure 44: Product usage, by monthly household income, 2022

Figure 45: Repertoire analysis – product usage, 2022

- **Crispy layer can help increase consumption interest by enriching texture**

CHOICE FACTOR

- **Consumers have higher requirements for ice cream beyond flavour**

Figure 46: Choice factor, 2022

- **Brand has a more influential role than price**

Figure 47: Choice factor, by age, 2022

Figure 48: Consumer behaviours – select item, 2022

- **Affluent consumers and parents have higher requirements on nutrition**

Figure 49: Choice factor – nutrition, by monthly household income and family structure, 2022

PERCEPTION OF ICE CREAM

- **Tup/cup and cone are perceived as more kid-friendly formats**

Figure 50: Correspondence analysis* – perception of ice cream, 2022

- **Brands need to justify a higher price for stick format**
- **Sandwiches stand out for fun and premium, while bar/brick is more nostalgic**

INTEREST IN FLAVOURS

- **Classic flavours attract most interest**

Figure 51: Interest in flavours, 2022

Figure 52: Consumer behaviours – select item, 2022

- **Develop dessert and snack flavour varieties for female consumers**

Figure 53: Repertoire analysis – interest in flavours, by gender, 2022

Figure 54: Interest in flavours, by gender, 2022

- **Unconventional flavours can help keep heavy users engaged**

Figure 55: Interest in flavours, by monthly household income, 2022

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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CONSUMER BEHAVIOURS

- **Most consumers not only eat ice cream under hot weather**
Figure 56: Consumer behaviours – select items, 2022
- **Plant-based ice cream is more associated with health than taste**
Figure 57: Consumer behaviours – select items, 2022
- **Parents are interested in products designed for children**
Figure 58: Consumer behaviours – select item, 2022
Figure 59: Consumer behaviours – I always check the ingredient lists before buying ice cream, by family structure, 2022

FOOD PERSONAS

- **Who are they?**
Figure 60: Food personas, 2022
Figure 61: Food personas, by generation, 2022
- **Critical shoppers consider multiple factors, while emotional eaters care more about price**
Figure 62: Choice factor, by food persona, 2022
- **New trend explorers and popular trend followers show more interest in plant-based options**
Figure 63: Consumer behaviours – select items, by food persona, 2022

APPENDIX – MARKET SIZE AND FORECAST

Figure 64: Total retail value sales and forecast of ice cream in minimum-impact scenario, China, 2016-26
Figure 65: Total retail volume sales of ice cream, China, 2016-21

APPENDIX – COVID SCENARIO FORECAST METHODOLOGY AND ASSUMPTIONS

- **Minimum-impact, medium-impact and high-impact scenarios outline**
- **Scenario methodology**

APPENDIX – METHODOLOGY AND ABBREVIATIONS

- **Methodology**
- **Abbreviations**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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