

# Ice Cream - UK - 2022

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## This report looks at the following areas:

- Consumer usage of ice cream, including key demographics
- Ice cream product innovation trends and selected key launches
- Ice cream concepts of interest to consumers including 'savoury' flavours
- Behaviours related to ice cream, including interest in mixology
- Attitudes towards ice cream
- Better-for-you aspects with strongest health connotations in ice cream

Mixology holds potential for the ice cream market as 62% of ice cream users would try a cocktail/mocktail made with ice cream. The presence of ice cream floats on restaurant menus and alcohol flavours in ice cream NPD in recent years offer established touchpoints, lending added weight to a concept that should be well-placed to tap into evenings in.

Ice cream makers have been facing rising operating and raw materials costs in 2022, including due to the skyrocketing cost of dairy production. This has been squeezing producers' margins and will continue to feed into upward price pressures in ice cream. The inflation faced by consumers stands to dampen demand for ice cream, with usage frequency falling among those with 'tight' finances.

Restrictions banning the merchandising of HFSS food and drink in high-profile locations in store were introduced in October 2022, with bans on volume promotions and restrictions on advertising set to follow. The ice cream market falls within the scope of the regulations, with many products deemed HFSS and therefore subject to restrictions. Without better-for-you NPD, the market's ability to drive awareness will be considerably hampered.

Smaller bite-size formats have gained traction in the market of late, but they hold further potential with 33% of people who eat ice cream interested in these formats. Beyond the novelty aspect, the format's convenient portion control enables it to tap into the long-term health trend. Some 42% of those who see



"The cost of living crisis stands to dampen demand for ice cream and dial up the pressure on brands to prove their value in the coming year. Interactive ice cream serves hold potential for engaging consumers in the short term, sparking strong interest and being well-placed to cater to evenings in."

– Angharad Goode, Research Analyst, November 2022

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low calories as important in the healthiness of ice cream also show interest in bite-size portions.

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## Table of Contents

### OVERVIEW

- **Key issues covered in this Report**
- **Products covered in this Report**

### EXECUTIVE SUMMARY

- **The five-year outlook for ice cream**

Figure 1: Category outlook, 2022-27

- **The market**

- **Inflation to propel value growth while volumes ebb slightly over 2022-27**

Figure 2: Market forecast for value sales of the UK ice cream retail market, 2017-27

- **Tubs volumes decline further in 2022; single handheld ice creams grow**

Figure 3: UK retail value sales of ice cream, by segment, 2019-22

- **Ice cream falls within the scope of HFSS regulations**

- **Companies and brands**

- **Ben & Jerry's leads tubs and blocks sales**

Figure 4: Leading brands' value sales in the UK retail ice cream handheld market, 2019/20-2021/22

- **Wall's brands see mixed fortunes**

Figure 5: Leading brands' value sales in the UK retail ice cream tubs and blocks singles and multipack market, 2019/20-2021/22

- **Vegan ice cream launches grow**

- **Bitesize ice cream draws NPD from brands and grocers**

- **Adspend rebounds in 2021**

Figure 6: Total above-the line, online display and direct mail advertising expenditure on ice cream, by month, 2019-22

- **The consumer**

- **Nine in ten eat ice cream**

Figure 7: Usage of ice cream, by type, 2022

- **Strong interest in sundae kits chimes with personalisation**

Figure 8: Concepts of interest in ice cream, 2022

- **Lower sugar and calories hold strongest better-for-you image**

Figure 9: Factors seen as most important for healthier ice cream, 2022

- **Ice cream mixology interests three in five**

Figure 10: Behaviours related to ice cream, 2022

- **Premium classics need more attention**

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Figure 11: Attitudes towards ice cream, 2022

## ISSUES AND INSIGHTS

- **Pressures on household incomes pose opportunities and threats in ice cream**
- **Long-term focus on health and HFSS pose hurdles**
- **Ice cream mixology holds potential**

## MARKET SIZE AND PERFORMANCE

- **Inflation drives value growth as volumes continue to fall in 2022**

Figure 12: Total UK value and volume retail sales of ice cream, 2017-22

## MARKET FORECAST

- **Inflation to propel value growth while volumes ebb slightly over 2022-27**

Figure 13: Category outlook, 2022-27

- **Volume faces slight decline over 2022-27**

Figure 14: Market forecast for volume sales of the ice cream retail market, 2022-27

- **Value sales to get inflation boost**

Figure 15: Market forecast for value sales of the UK ice cream retail market, 2022-27

- **Learnings from the last income squeeze**
- **Forecast methodology**

## MARKET SEGMENTATION

- **COVID-19 boosts at-home formats in 2020**
- **Tubs volumes decline further in 2022; single handheld ice creams grow**

Figure 16: UK retail value and volume sales of ice cream, by segment, 2019-22

## MARKET DRIVERS

- **HFSS food-and-drink store location restrictions come into place**
- **Ice cream falls within the scope of HFSS regulations**
- **New rules on the advertising of HFSS food and drink delayed to 2024**
- **Compliant products stand to benefit**
- **Most people take an 'everything in moderation' approach to healthy eating**
- **Ice cream prices rise following milk**

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Figure 17: All items, food and ice cream CPI, farmgate milk price, 2017-22

- **Continued growth in 5-44s will continue to support demand**

Figure 18: Trends in the age structure of the UK population, 2016-21 and 2021-26

- **Public focus on the environment has potential to boost plant-based segment of the category**

- **Heatwaves boost ice cream sales**

Figure 19: Total hours of sunshine in the UK, by season, 2017-22

- **Inflation is the key concern for consumers and brands...**
- **...and despite government support, energy prices are still a major concern**
- **Rising interest rates mean that the pressure will move up to middle- and higher-income households**
- **High inflation and rising interest rates will weigh down the post-COVID-19 recovery**
- **Consumer spending power will be curbed**
- **Unemployment is at a near 50-year low**
- **Consumers' financial wellbeing has fallen from the highs of 2021...**

Figure 20: Household financial wellbeing index, 2016-2022

- **...and most people are feeling the effects of price rises**

## MARKET SHARE

- **Ben & Jerry's leads tubs and blocks sales**

Figure 21: Leading brands' sales and shares in the UK retail ice cream tubs and blocks market, by value and volume, 2019/20-2021/22

- **Wall's sees mixed fortunes**

Figure 22: Leading brands' sales and shares in the UK retail ice cream handheld singles and multipack market, by value and volume, 2019/20-2021/22

- **Brands attract investment**

## LAUNCH ACTIVITY AND INNOVATION

- **Ethical claims reach new heights**

Figure 23: Share of ice cream product launches with ethical-related claims, 2017-22\*

- **Ben & Jerry's and Tony**

Figure 24: Ben & Jerry's Cookie Dough Peace Pop, 2021

- **Jude's goes carbon negative**
- **Carte D'Or switches to cardboard**

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Infographic Overview

Powerpoint Presentation

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Figure 25: Carte D'Or strawberry ice cream packaging, 2018-22

- **Branded and private label gap narrows**

Figure 26: Share of ice cream product launches from brands and private label, 2017-22\*

- **Private label continues to imitate branded concepts**

Figure 27: Private label launches take inspiration from branded propositions, 2021-22

- **Magnum Classics revamped in 2022**

- **Blending flavours brings newness to leading brands**

Figure 28: Häagen-Dazs Duo and Magnum Remix, 2021-22

- **Cornetto and Ben & Jerry's look to softer textures**

- **Bitesize ice cream draws NPD from brands and grocers**

- **Little Moons leads the charge, followed by Wall's**

- **Ben & Jerry's and M&S join bite trend in 2022**

Figure 29: 'Bites' ice cream product launches, 2022

- **Limited activity in the better-for-you space**

- **Activity ebbs after Halo Top's entry**

- **New entrants and live cultures in 2021-22**

Figure 30: Better-for-you ice cream product launches, 2021-22

- **Health goals remain on Unilever's agenda**

- **A frozen sweet shop**

- **Categories collide as sweet confectionery brands continue to feature in ice cream launches**

Figure 31: Cadbury Darkmilk ice cream launch, 2022

Figure 32: Examples of ice cream product launches with sweet confectionery-inspired flavours, 2021-22

- **Baked goods offer inspiration**

Figure 33: Examples of ice cream product launches with bakery-inspired flavours, 2021-22

- **Haagen-Dazs brings back cocktail-inspired range 2022**

- **Vegan ice cream launches grow**

Figure 34: Share of ice cream product launches by sub-category claims, 2017-22\*

- **Retailers expand plant-based ranges**

Figure 35: Examples of private label plant-based ice cream alternatives, 2021-22

- **Further vote of confidence from brands**

Figure 36: Jude's ice cream product launches, 2021-22

## ADVERTISING AND MARKETING ACTIVITY

- **Adspend rebounds in 2021**

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Executive Summary

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Powerpoint Presentation

Interactive Databook

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Figure 37: Total above-the line, online display and direct mail advertising expenditure on ice cream, by month, 2019-22

- **Cadbury Darkmilk features role reversal and rewards**

Figure 38: Total above-the line, online display and direct mail advertising expenditure on ice cream, by brand, sorted by 2021, 2019-22

- **Ice cream brands hope music will chime**
- **Magnum supports classic and Remix variants**
- **Ben & Jerry's hosts Sundaes on the Pier...**
- **...and gives Peace Pops a chance**
- **Wall's Cornetto revives classic jingle**
- **Unilever to not target marketing to under-16s**
- **Brands highlight quality and indulgence**
- **Little Moons positions itself as 'from another world'**
- **Nielsen Ad Intel coverage**

#### BRAND RESEARCH

- **Brand map**

Figure 39: Attitudes towards and usage of selected brands, 2022

- **Key brand metrics**

Figure 40: Key metrics for selected brands, 2022

- **Brand attitudes: Ben & Jerry's and Magnum lead in being seen as worth paying more for**

Figure 41: Attitudes, by brand, 2022

- **Brand personality: three in five see Ben & Jerry's as fun**

Figure 42: Brand personality – macro image, 2022

- **Magnum leads on delicious image**

Figure 43: Brand personality – micro image, 2022

#### USAGE OF ICE CREAM

- **Nine in ten eat ice cream**

Figure 44: Usage of ice cream, by type, 2022

- **Half of users eat ice cream weekly**

Figure 45: Frequency of eating ice cream, 2022

#### CONCEPTS OF INTEREST IN ICE CREAM

- **Strong interest in sundae kits**

Figure 46: Concepts of interest in ice cream, 2022

- **Potential for innovation in sweet and salty flavours**

Figure 47: Examples of ice cream product launches with sweet and salty flavours, 2020-22

#### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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## MOST IMPORTANT FACTORS FOR HEALTHIER ICE CREAM

- **Lower sugar and calories hold strongest better-for-you image**  
Figure 48: Factors seen as most important for healthier ice cream, 2022
- **Lower calories lead on healthy connotations**
- **Other treat categories lend credence to a calorie focus**  
Figure 49: Examples of ice cream products prominently highlighting calorie content on-pack, 2020-22
- **Bite-size and mini formats can play into interest in calorie control**  
Figure 50: Examples of ice cream product launches in smaller formats highlighting their calorie content, 2020-22
- **Sugar reduction holds potential**

## BEHAVIOURS RELATED TO ICE CREAM

- **Ice cream mixology interests three in five**  
Figure 51: Behaviours related to ice cream, 2022
- **Ice cream NPD features alcohol flavours**
- **Scope for herbal flavours in ice cream floats**  
Figure 52: Examples of ice cream containing alcohol and frozen alcoholic drinks, 2021-22

## ATTITUDES TOWARDS ICE CREAM

- **Premium classics need more attention**  
Figure 53: Attitudes towards ice cream, 2022

## APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**
- **Consumer research methodology**

## APPENDIX - FORECAST METHODOLOGY

- **Market forecast and prediction intervals**  
Figure 54: UK retail sales of ice cream, by value and volume, 2017-27  
Figure 55: UK retail value sales of ice cream, best- and worst-case forecast, 2022-27  
Figure 56: UK retail volume sales of ice cream, best- and worst-case forecast, 2022-27
- **Market drivers and assumptions**
- **Forecast methodology**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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**APPENDIX – MARKET SHARE**

Figure 57: Leading brand owners’ sales and shares in the UK retail ice cream tubs and blocks market, by value and volume, 2019/20-2021/22

Figure 58: Leading brand owners’ sales and shares in the UK retail ice cream handheld singles and multipack market, by value and volume, 2019/20-2021/2

**APPENDIX – LAUNCH ACTIVITY AND INNOVATION**

Figure 59: Share of ice cream product launches with selected health-related claims, 2017-22

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- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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