

Ice Cream - China - 2023

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This report looks at the following areas:

- Future market outlook and growth prospects in the next five years.
- Latest product trends and growth opportunities.
- Opportunity for multi-layer ice cream innovation.
- Consumption trends and changes in product usage.
- Perception of different ice cream bases.

Heavy taste (41%) and refreshing taste (40%) attract respondents to pay more for ice cream. Both claims win a similar response but the overlap between two tastes is limited. Over 60% of respondents are interested only in heavy taste or refreshing taste, making differentiating innovation and extended portfolio necessary.

According to Mintel's *Chinese Consumer Monthly Tracker Data, June 2021-August 2023*, due to the recovery of eating out scenarios in the post-COVID period, outdoor consumption and in-home consumption have achieved a new balance. It is important for brands to adhere to a multichannel strategy.

Due to continuous premiumisation and price increase in response to rising costs, nearly 80% of consumers perceive that packaged ice cream is overpriced and that they are spending more on ice cream. To maintain ice cream penetration as well as make premiumisation more sustainable, a comprehensive product portfolio covering different price segments is important.

As ice cream is consumed all year round, developing ice cream for different climates to better cater to consumers' seasonal demands deserves brands' attention. Innovations in on-premise channels spark heated discussion, giving gelato, a special type of ice cream, potential to extend to packaged ice cream format and help brands tap into the Eastern market.



"On-premise ice cream innovations, such as gelato (a special type of ice cream), as well as creative use of regional ingredients, can inspire packaged ice cream products following recovery of outdoor consumption scenarios."

– Rika Huang, Research Analyst

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