

Ice Cream - China - August 2012

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"China's ice cream market grew from 2007-12 with a volume compound annual growth rate (CAGR) of 4.6%, rising to an estimated 3,072.5 million litres in 2012. Value compound annual growth rate rose at 8.1% from 2007-12, growing to an estimated RMB42.4 billion as manufacturers increasingly passed on rising costs of sugar, milk and other raw materials to consumers to alleviate rising cost pressure."

- Tan Heng Hong - Senior Research Analyst

In this report we answer the key questions:

- In what ways can off-peak consumption be improved, given the dependence on summer sales?
- What are the prospects for local/exotic flavours?
- How can packaged ice cream compete with the growing popularity of ice cream specialty stores?
- Is there a demand for better-for-you ice cream?

The ice cream sector is largely dependent on summer sales but our survey has found nearly two thirds of respondents in ten cities surveyed for this report are open to the idea of ice cream suitable for all-year-round consumption, which bodes well for companies wishing to reduce the seasonality of their ice cream sales. Consumers continue to prefer the classic flavours of chocolate, vanilla and strawberry as well as milk but their openness to different flavour experience means opportunities for ice cream companies to engage them through new and exotic flavours.

The market includes all packaged ice cream, sorbets and water ices in family packs, individually wrapped and ice cream in multipack format. It excludes unpackaged items, desserts, frozen cakes and frozen yogurts. Market size is based on sales through all retail channels (off-trade) but excluding non-retail sales (hotel, restaurant and catering or HoReCa), also known as the on-trade or foodservice.

The report features four sections and an Appendix. The Appendix has the full market size, segmentation, share data, all consumer data tables (including demographics), brand and company product data used in the report, macroeconomic and country data. The four sections tackle the major issues that are challenging and impacting the market, and assess how the market will evolve over the next five years.

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