

## Ice Cream and Frozen Novelties - Canada - May 2016

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Canadians love ice cream. Some 90% of Canadians claim to eat single flavoured ice cream during the warmer months and with the exception of gelato, more than half of Canadians claim to eat ice cream at some point. Even with ice cream and frozen treats' relatively high penetration, the market has softened, falling to 6.8 litres per capita in 2015 from 7.7 in 2008, a trend that is occurring across many mature markets.

This report looks at the following areas:

- Ice cream sales have experienced long-term declining trend
- Aging population creates headwinds for growth
- Concerns exist around sugar, but perspective is required

Canada's aging population heightening the importance of nutritional concerns is certainly factoring into the decline. In the face of demographic pressures, this Report identifies opportunities and what considerations are more likely to resonate with different segments to inform targeted innovation and messaging strategies.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Abbreviations

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