

Ice Cream and Frozen Treats: Incl Impact of COVID-19 - Canada - June 2020

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This report looks at the following areas:

- COVID-19's impact on ice cream and frozen treat sales at grocery is likely to experience a 'bump' at retail as Canadians spend more time at home and visit foodservice less.
- Better-for-you options remain popular, but quality and indulgence remain core to the category's appeal.
- Half of consumers are open to eating dairy-free ice cream, indicating that it's becoming more mainstream.
- When choosing ice cream, the core tenets of "familiar brands" and the "source of ingredients" rank as the most important considerations.
- Most Canadians look for "sales/promotions" when shopping for ice cream and/or frozen treats. Look for this behaviour to become more prominent as Canada heads into a recession and what is likely to be a long recovery period, meaning price sensitivity is unlikely to wane.



"Regardless of the innovation in ice cream, the category's success rests on a timeless and fundamental principle, which is to provide enjoyment. During the COVID-19 outbreak, this central tenet may be more important than ever and will remain so in the near term."

– Joel Gregoire, Associate Director for Food & Drink

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- **Brands matter when choosing ice cream**
- **High degree of interest in premium ingredients and internationally inspired flavours**
- **Leveraging the emotional benefits of ice cream is particularly relevant during the COVID-19 pandemic**

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