

Ice Cream Market Study

About Us

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Amul

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Dairy Farmers of America Inc.

Cold Stone Creamery

Danone S.A.

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Havmore

Vadilal

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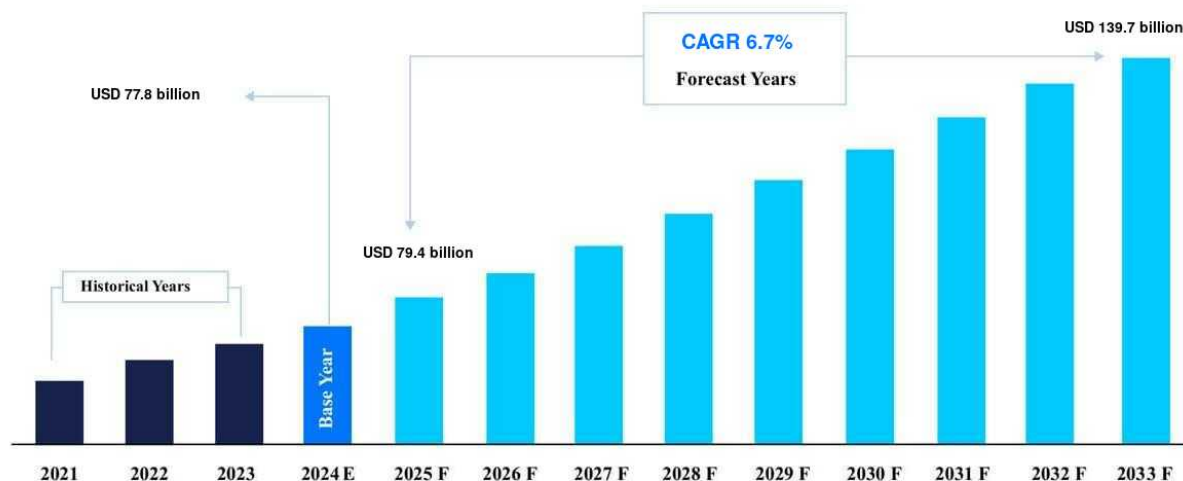
Note: More company profiles available on full reports.

Top 5 Company Market Share



Total
43%

Top 5 company market share



Source: Straits Research

Emerging Countries

United States

Germany

China

Emerging Companies

Nestle S.A.

Unilever Group

General Mills

Market Trends

Growth Trends

- Increasing preference for premium and gourmet ice creams.
- Growth of retail channels and online delivery platforms.
- The rising popularity of frozen yogurt and non-dairy ice cream.
- Increasing demand for local and artisanal flavors.
- Health and wellness trends leading to increasing demand for low-fat and low-sugar options.
- The emergence of innovative flavors and packaging trends.
- Growth in ice cream consumption in developing economies

Factors considered while calculating market size and share

- Current and historical ice cream sales volume.
- Population demographics and consumer behavior patterns.
- Type or category of ice cream - premium, gourmet, regular, low-fat, non-dairy, etc.
- Pricing strategies of key players in the market.
- Number of competitors and their market shares.
- Market penetration of different ice cream types and brands.
- Distribution channels - supermarkets, convenience stores, online, etc.
- Seasonal variations in sales - Summer months may see higher sales.

Key Market Indicators

- Gross Domestic Product (GDP) per capita: Higher GDP can indicate a likelihood of higher ice cream expenditure.
- Changes in the consumer price index: A rise might indicate higher costs for producers.
- Consumer Confidence Index: A higher index might indicate higher consumer spending.
- Purchase power parity: This measures the relative purchasing power of different currencies.
- Trends in consumer spending: A growth in spending indicates a potential growth in ice cream consumption.

Health concerns related to sugar and fat content

Ice cream's high sugar and fat content can pose health risks, especially for individuals managing chronic conditions such as diabetes and obesity. For individuals who are lactose intolerant, consuming ice cream can cause digestive discomfort, including bloating, gas, and diarrhea. Ice cream contains lactose, a sugar found in dairy products, which can be challenging to digest for those lacking the enzyme lactase.

Additionally, regular consumption of high-fat, high-sugar foods like ice cream can contribute to the development of chronic diseases such as metabolic syndrome, obesity, and non-alcoholic fatty liver disease. These conditions can have long-term impacts on overall health and quality of life. The rising awareness of these issues has prompted many consumers to seek healthier alternatives.

Market Trends

Continuously changing consumer preferences and seasonal demand

The perception of ice cream as a healthier, locally sourced indulgence is a significant driver for the market. Countries like the U.S., Germany, and France are seeing a shift toward premium, artisanal ice creams made with organic ingredients and innovative flavors.

- For example, Halo Top continues to lead the market in low-calorie ice cream, providing consumers with guilt-free indulgence options. In the summer, ice cream demand skyrockets, providing brands with unique growth opportunities. However, this requires efficient supply chain management to avoid shortages and ensure freshness.

Additionally, consumers seek unique flavor experiences that reflect their cultural preferences. The launch of limited-edition flavors by companies like Häagen-Dazs in 2024, featuring exotic ingredients such as yuzu and black sesame, highlights this trend.

Development of plant-based and functional ice creams

The growing vegan population and increasing demand for plant-based alternatives present significant opportunities for the market. Functional gelato enriched with vitamins, probiotics, and antioxidants are becoming popular, offering consumers additional health benefits.

- Ben & Jerry's launched a CBD-infused ice cream in 2025, capitalizing on wellness-focused product trends.
- Oatly, a leader in plant-based dairy, expanded its product line in 2024 with oat-based ice cream pints, catering to the rising demand for vegan-friendly options.

Additionally, consumers are increasingly supporting brands that prioritize sustainability. Companies that adopt environmentally friendly practices, such as using biodegradable packaging and sourcing organic ingredients, are gaining a competitive edge. Unilever's commitment to achieve 100% recyclable packaging by 2025 is a benchmark for the industry.

Market Segments

By Flavour

Chocolate remains the most popular flavor globally, holding the largest share of approximately 30-35% in the ice cream market, thanks to its universal appeal and versatility across various subcategories such as dark, milk, and white chocolate



Chocolate

30-35%

By Packaging

Cartons remain the most common packaging format for ice cream, holding a 25-30% market share, particularly for family-sized and multipack offerings in supermarkets and hypermarkets.



Cartons

25-30%

By Category

Dairy-based ice cream continues to dominate the market due to its rich texture, flavor variety, and traditional production methods.



Dairy Ice Cream

XX%

Market Segments

By Distribution Channel

Supermarkets and hypermarkets dominate the ice cream retail landscape by offering a wide variety of flavors and packaging formats at competitive prices.



XX%

Supermarkets/Hypermarkets

Regional Overview

North America

North America, led by the United States, remains the dominant region in the ice cream market, holding a 35-40% market share, driven by high per capita consumption and a strong preference for both traditional and premium products, including vegan options



36-40%

United States Market Share

Europe

Europe's ice cream market is robust, with Germany holding the largest share at 10%. Consumers in Europe prefer artisanal and premium ice creams, with a growing shift toward plant-based and organic offerings.



10%

Germany Market Share

APAC

APAC, led by China, is experiencing rapid growth in the ice cream market, holding a XX% market share, fueled by urbanization, rising disposable incomes, and a growing preference for both dairy and non-dairy ice creams.



XX%

China Market Share

Regional Overview

Middle East and Africa

The Middle East and Africa region shows steady growth, with Saudi Arabia leading the market. Ice cream is a popular treat in hot climates, with a preference for rich, indulgent flavors.



XX%

Saudi Arabia Market Share

LATAM

LATAM's ice cream market is expanding, with Brazil leading the region due to increased local consumption and a shift toward premium and health-conscious variants



XX%

Brazil Market Share

Company Profiles

Companies	Websites	Headquarters	Establisheds	Key Executives	Revenues
Nestle S.A.	https://www.nestle.com/	Vevey, Switzerland	1867	Mark Schneider (CEO)	\$94.4 billion
Unilever Group	https://www.unilever.com/	London, United Kingdom	1929	Hein Schumacher (CEO)	\$63 billion
General Mills	https://www.generalmills.com/	Minneapolis, USA	1866	Jeff Harmening (CEO)	\$20.6 billion
Amul	https://www.amul.com/	Anand, India	1946	RS Sodhi (Managing Director)	\$5.5 billion
Dunkin Brands	https://www.dunkinbrands.com/	Canton, USA	1950	Paul Brown (CEO)	\$2 billion

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