

Ice Cream Market Report by Flavor (Vanilla, Chocolate, Fruit, and Others), Category (Impulse Ice Cream, Take-Home Ice Cream, Artisanal Ice Cream), Product (Cup, Stick, Cone, Brick, Tub, and Others), Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Ice Cream Parlors, Online Stores, and Others), and Region 2024-2032

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Abstracts

The global ice cream market size reached US\$ 73.4 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 98.7 Billion by 2032, exhibiting a growth rate (CAGR) of 3.1% during 2024-2032. The market is experiencing steady growth driven by evolving consumer preferences for healthier and innovative options, global expansion into emerging markets, seasonal and limited-time offerings, and an increasing focus on sustainability and ethical practices.

Ice Cream Market Trends:

Changing Consumer Preferences

Consumer preferences have a profound impact on the ice cream market. As consumers become more health-conscious, they seek ice cream options that are lower in sugar, fat, and calories. This trend has given rise to a growing demand for healthier alternatives such as low-fat, low-sugar, and dairy-free ice creams. Manufacturers are responding by innovating with ingredients such as, plant-based milk and natural sweeteners, catering to a broader consumer base and expanding their product portfolios.

Innovative Flavors and Varieties

The ice cream industry continually evolves to meet consumer demands for new and exciting flavors. Innovative and exotic flavor combinations are gaining popularity, appealing to adventurous palates. Unique textures and inclusions, such as cookie dough chunks, fruit swirls, or even unexpected savory elements, contribute to the diversification of product offerings. This trend fosters brand loyalty and keeps consumers engaged, driving growth in the market.

Global Expansion of the Market

The global ice cream market is not confined to traditional ice cream-producing regions. Manufacturers are expanding their reach to emerging markets, particularly in Asia-Pacific and Latin America. As disposable incomes rise in these regions, so does the demand for premium ice cream products. This global expansion presents opportunities for market growth and diversification of product offerings to cater to diverse cultural tastes and preferences.

Seasonal and Limited-Time Offerings

Seasonal and limited-time offerings are a key driver of ice cream sales. Manufacturers leverage seasonal themes and holidays to introduce special flavors and promotions. For instance, summer sees an influx of fruity and refreshing flavors, while winter brings indulgent and festive options. This strategy creates anticipation among consumers and encourages repeat purchases, bolstering sales throughout the year.

Growing Sustainability and Ethical Practices

Concerns about sustainability and ethical practices are influencing consumer choices within the ice cream market. Consumers are increasingly looking for brands that prioritize eco-friendly packaging, responsibly sourced ingredients, and ethical production practices. Ice cream manufacturers that adopt sustainable and transparent approaches meet consumer expectations and also differentiate themselves in a competitive market, attracting environmentally conscious consumers.

Ice Cream Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global, regional, and country levels for 2024-2032. Our report has categorized the market based on flavor, category, product, and distribution channel.

Breakup by Flavor:

Vanilla
Chocolate
Fruit
Others

Chocolate accounts for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the flavor. This includes chocolate, fruit, vanilla, and others. According to the report, chocolate represented the largest segment.

Breakup by Category:

Impulse Ice Cream
Take-Home Ice Cream
Artisanal Ice Cream

Impulse ice cream holds the largest share in the industry

A detailed breakup and analysis of the market based on the category have also been provided in the report. This includes impulse ice cream, take-home ice cream, and artisanal ice cream. According to the report, impulse ice cream accounted for the largest market share.

Breakup by Product:

Cup
Stick
Cone
Brick
Tub
Others

Cup represents the leading market segment

The report has provided a detailed breakup and analysis of the market based on the product. This includes cup, stick, cone, brick, tub, and others. According to the report, cup represented the largest segment.

Breakup By Distribution Channel:

- Supermarkets/Hypermarkets
- Convenience Stores
- Ice Cream Parlors
- Online Stores
- Others

Supermarkets/hypermarkets represents the leading market segment

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes supermarkets/hypermarkets, convenience stores, ice cream parlors, online stores, and others. According to the report, supermarkets/hypermarkets represented the largest segment.

Breakup by Region:

- North America
 - United States
 - Canada
- Asia Pacific
 - China
 - Japan
 - India
 - South Korea
 - Australia
 - Indonesia
 - Others
- Europe
 - France
 - Germany
 - Netherlands
 - Norway
 - Sweden
 - Denmark
 - Others
- Latin America
 - Brazil

Mexico

Others

Middle East and Africa

Europe leads the market, accounting for the largest ice cream market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the Netherlands, Norway, Sweden, Denmark and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Europe accounted for the largest market share.

The market research report has provided a comprehensive analysis of the competitive landscape. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Unilever PLC

Nestlé S.A.

Inner Mongolia Yili Industrial Group

General Mills, Inc.

Key Questions Answered in This Report

1. What was the global ice cream market size in 2023?
2. What will be the global ice cream market outlook during the forecast period (2024-2032)?
3. What are the global ice cream market drivers?
4. What are the major trends in the global ice cream market?
5. What is the impact of COVID-19 on the global ice cream market?
6. What is the global ice cream market breakup by flavor?
7. What is the global ice cream market breakup by category?
8. What is the global ice cream market breakup by product?
9. What is the global ice cream market breakup by distribution channel?
10. What are the major regions in the global ice cream market?

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