

# Global Retail Ice Cream Industry 2013-2018: Trend, Profit, and Forecast Analysis, April 2013

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## Abstracts

The global retail ice cream industry revenue is estimated to reach \$74 billion by 2018. Favorable demographic factors, rising consumer disposable income, and consumer's awareness toward frozen dessert mainly drive the demand.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis of the industry and presents its findings in "Global Retail Ice Cream Industry 2013-2018: Trend, Profit, and Forecast Analysis." The retail ice cream industry includes retail sales of classic ice creams and frozen novelties. Classic ice cream includes special ice cream such as low-fat and non-fat, take home, and bulk ice creams. Frozen novelties include flavored ice, sorbet, and frozen yogurt.

The industry is moderately capital-intensive as large numbers of players are competing with each other to maintain their place in the market. The classic ice cream segment contributed approximately 80% in global retail ice cream industry in 2012, whereas Nestle and Unilever, the two largest players captured one-third of the total market. New product development and innovation plays an important role as a growth driver for industry. Maintaining price and quality, brand loyalty, and consumer group retention are the biggest challenges for industry due to the large number of competitors in the market.

Lucintel research indicates that in the future, innovative flavors in ice cream products with focus on health improvement will increase the per-household consumption, thus reflecting an increase in demand. Frozen novelties are forecast to witness strong growth during the next five years. This study provides an overview of the global retail ice cream industry, tracking two market segments of that industry in four geographic regions. The report studies manufacturing of classic ice creams and frozen novelties. The report provides a five-year (2007-2012) annual trend analysis, as well as a forecast, which

addresses market opportunities for the next five years (2013-2018) for each of these regions.

This comprehensive guide from Lucintel provides readers with valuable information and the tools needed to successfully drive critical business decisions with a thorough understanding of the market's potential. This report will save Lucintel clients hundreds of hours in personal research time on a global market and it offers significant benefits in expanding business opportunities throughout the global retail ice cream industry analysis. In a fast-paced ever-changing world, business leaders need every advantage available to them in a timely manner to drive change in the market and to stay ahead of their competition. This report provides business leaders with a keen advantage in this regard by making them aware of emerging trends and demand requirements on an annual basis.

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