

United Kingdom Vegan Ice Cream Market Assessment, By Source [Soy Milk, Coconut Milk, Nut Milk (Almond, Cashew, Others), Oat Milk, Rice Milk], By Category [Impulse, Take Home, Artisanal], By Flavor [Classic Flavors, Exotic Flavors, Fruit-Based], By Package Size [Less than 100 ml, 100 to 500 ml, More than 500 ml], By Packaging [Pint-Sized Containers, Ice Cream Sandwiches, Drumsticks, Fudge Bars, Others], By Price Range [Premium, Affordable], By Form [Singles, Blends], By Distribution Channel [Supermarkets, Convenience Stores, Ice Cream Parlors, Restaurants, Online Stores], By Region, Opportunities and Forecast, 2016-2030F

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Abstracts

United Kingdom vegan ice cream market size was valued at USD 100.3 million in 2022, which is expected to reach USD 156.3 million in 2030, with a CAGR of 5.7% for the forecast period between, 2023 and 2030. The United Kingdom's vegan ice cream market has witnessed remarkable growth and innovation in recent years, reflecting evolving consumer preferences and a heightened focus on sustainability and health-conscious choices. The surge in demand for vegan options, driven by an increasing number of individuals adopting plant-based diets and seeking ethical and environmentally friendly alternatives has been a significant driver of this market's

expansion. Furthermore, the growing awareness of the environmental impact of animal agriculture, coupled with concerns about animal welfare, has prompted a shift towards veganism, propelling the demand for dairy-free ice cream options. This transition has led to an upsurge in investments in research and development, resulting in innovative product offerings that closely mimic the taste, texture, and mouthfeel of traditional dairy ice cream.

Innovation has played a pivotal role in shaping the United Kingdom vegan ice cream market. Manufacturers have focused on creating products that cater to dietary restrictions and deliver a pleasurable and indulgent experience. Through advancements in ingredient sourcing and processing techniques, the taste and texture of vegan ice creams has greatly improved, alleviating concerns about compromises in quality. Moreover, the emergence of novel plant-based ingredients such as oat milk, almond milk, and coconut cream has enabled producers to experiment with diverse flavor profiles, pushing the boundaries of traditional ice cream offerings. This has resulted in a dynamic assortment of flavors and combinations, catering to a broad spectrum of consumer preferences. Packaging and sustainability have become critical focal points within the market. Companies are increasingly adopting eco-friendly packaging materials to align with the values of environmentally conscious consumers. Furthermore, incorporating superfoods, natural sweeteners, and functional ingredients has allowed brands to position their vegan ice cream offerings as not just delicious treats, but as health-enhancing options. For example, in 2023, Over the Moo, an Australian-origin plant-based ice cream label, debuted in the United Kingdom by introducing a selection of frozen bite-sized treats. These treats comprise coconut-based ice cream pieces enveloped in rich dark chocolate in vanilla and caramel flavors.

Increased Availability of Vegan Ice cream Options

The United Kingdom vegan ice cream market has seen a remarkable surge in the availability of diverse and innovative plant-based options. Responding to growing consumer demand for cruelty-free and sustainable alternatives, numerous brands have expanded their product lines, offering an array of flavors and formulations. This increased availability extends beyond specialty health stores, with supermarkets and online platforms dedicating more shelf space to vegan ice cream.

Introducing new plant-based ingredients and manufacturing techniques has improved taste and texture, making these options more appealing to a wider audience. This expanding landscape appeals to vegans and health-conscious consumers seeking guilt-free indulgence while driving positive change in the broader ice cream market. For

example, in June 2023, Oatly, a prominent vegan milk producer introduced its dairy-free soft-serve vegan ice cream to the UK market. The Swedish company initially offered a sneak peek of their fresh creation to the British audience at the London Coffee Festival in April. The vanilla-flavored ice cream boasts a comparable 'cold, creamy texture' to traditional soft serve but is crafted from oats, ensuring it is entirely devoid of soy and dairy components.

The Focus on Sustainability

Sustainability has emerged as a central focus in the United Kingdom vegan ice cream market, reflecting the broader environmental consciousness. Consumers are increasingly seeking cruelty-free alternatives and products that align with their sustainability values. This emphasis extends from ingredient sourcing to packaging choices. Manufacturers are sourcing plant-based ingredients with lower environmental footprints, such as almond milk, oat milk, and coconut cream, and opting for eco-friendly packaging materials to reduce plastic waste. Furthermore, transparent communication about sustainable practices resonates with conscious consumers, influencing their purchasing decisions.

The market's dedication to sustainability enhances its appeal to ethically minded customers and contributes to creating a more environmentally responsible and planet-friendly food industry. For example, Jude's, a UK-based ice cream brand, is strongly committed to vegan offerings. With an aim to have 50% of its retail selection plant-based by 2025, Jude's, the UK's first carbon-negative ice cream company, is poised for substantial expansion in its vegan product range.

Demand for More Innovative Flavors

The United Kingdom vegan ice cream market is experiencing a growing demand for a diverse range of innovative flavors. Consumers seeking plant-based alternatives increasingly look beyond traditional options and are eager to explore unique and exciting taste experiences. This demand is driven by various factors, including the desire for variety, culinary exploration, and a sense of novelty. As more people adopt vegan and dairy-free diets, their expectations for flavor innovation are expanding. To cater to this trend, manufacturers continuously push the boundaries of creativity, introducing flavors inspired by global cuisines, superfoods, and unexpected ingredient combinations. This commitment to flavor innovation keeps consumers engaged and contributes to the evolving and dynamic landscape of the vegan ice cream market. For example, in 2023, Magnum UK is broadening its range of vegan ice creams by

introducing new and enticing flavors. This expansion aligns with the growing demand for plant-based options, catering to consumers seeking diverse and indulgent alternatives in the realm of vegan frozen treats.

Impact of COVID-19

The pandemic presented a mixed impact on the United Kingdom vegan ice cream market. Initially, the market experienced disruptions in supply chains, distribution, and retail due to lockdown measures and shifts in consumer buying patterns. There was a surge in demand for frozen and comfort foods as consumers sought solace in familiar treats, but foodservice closures and economic uncertainties temporarily affected sales. However, the pandemic highlighted health and sustainability concerns, further propelling interest in plant-based diets, including vegan ice cream. As restrictions eased, online sales and take-home options gained momentum. The market demonstrated resilience, leveraging its health and ethical attributes to recover and tap into evolving consumer behaviours

Key Player Landscape and Outlook

The United Kingdom vegan ice cream market is undergoing a dynamic transformation, driven by shifting consumer preferences towards plant-based options and heightened environmental awareness. Innovative startups like Northern Bloc and Fravocado are gaining traction with their unique flavors and sustainable packaging. As the market expands, increased investments in research and development are anticipated, aiming to enhance texture and flavor profiles, further blurring the line between traditional dairy ice cream and its vegan counterparts. With a focus on healthier, cruelty-free, and environmentally friendly choices, the United Kingdom vegan ice cream market is poised for continued growth, driven by both established and emerging players.

For instance, in the year 2022, NORTHERN BL°C aims to achieve the top position among plant-based ice cream brands in the United Kingdom. Demonstrating remarkable growth, with sales nearly tripling in the preceding three years, the company has successfully obtained a subsequent investment of USD 1.48 million from Gresham House Ventures. This infusion of capital will allow the company to propel its expansion more swiftly.

For instance, during 2023, Booja-Booja, renowned for its dairy-free offerings, has undertaken a significant revamp of its dairy-free ice cream line. The acclaimed producer has unveiled a bold relaunch, presenting the trade with a captivating new appearance

and introducing four fresh flavors, cookie dough, mango & raspberry, deeply chocolate, and chocolate fudge brownie.

Contents

1. RESEARCH METHODOLOGY

2. PROJECT SCOPE & DEFINITIONS

3. IMPACT OF COVID-19 ON UNITED KINGDOM VEGAN ICE CREAM MARKET

4. EXECUTIVE SUMMARY

5. VOICE OF CUSTOMER

5.1. Brand Awareness and Loyalty

5.2. Factors Considered in Purchase Decision

5.2.1. Quantity

5.2.2. Price

5.2.3. Quantity w.r.t Price

5.2.4. Packaging

5.2.5. Offers and Discount

5.2.6. Taste Preferences

5.2.7. Shelf Life

5.2.8. Reviews and Recommendations

5.2.9. Health and Nutritional Benefits

5.3. Frequency of Purchase

5.4. Channel of Purchase

5.5. Social Commerce

5.6. Lifestyle Trends

6. UNITED KINGDOM VEGAN ICE CREAM MARKET OUTLOOK, 2016-2030F

6.1. Market Size & Forecast

6.1.1. By Value

6.1.2. By Volume

6.2. By Source

6.2.1. Soy Milk

6.2.2. Coconut Milk

6.2.3. Nut Milk

6.2.3.1. Almond

6.2.3.2. Cashew

- 6.2.3.3. Others
- 6.2.4. Oat Milk
- 6.2.5. Rice Milk
- 6.3. By Category
 - 6.3.1. Impulse
 - 6.3.2. Take Home
 - 6.3.3. Artisanal
- 6.4. By Flavor
 - 6.4.1. Classic Flavors (Chocolate, Vanilla, Coffee)
 - 6.4.2. Exotic Flavors
 - 6.4.3. Fruit-Based
- 6.5. By Package Size
 - 6.5.1. Less than 100 ml
 - 6.5.2. 100 to 500 ml
 - 6.5.3. More than 500 ml
- 6.6. By Packaging
 - 6.6.1. Pint-Sized Containers
 - 6.6.2. Ice Cream Sandwiches
 - 6.6.3. Drumsticks
 - 6.6.4. Fudge Bars
 - 6.6.5. Others
- 6.7. By Price Range
 - 6.7.1. Premium
 - 6.7.2. Affordable
- 6.8. By Form
 - 6.8.1. Singles
 - 6.8.2. Blends
- 6.9. By Distribution Channel
 - 6.9.1. Supermarkets
 - 6.9.2. Convenience Stores
 - 6.9.3. Ice Cream Parlors
 - 6.9.4. Restaurants
 - 6.9.5. Online Stores
- 6.10. By Region
 - 6.10.1. England
 - 6.10.2. Scotland
 - 6.10.3. Wales
 - 6.10.4. Northern Ireland
- 6.11. By Company Market Share (%), 2022

7. MARKET MAPPING, 2022

- 7.1. By Source
- 7.2. By Category
- 7.3. By Flavor
- 7.4. By Package Size
- 7.5. By Packaging
- 7.6. By Price Range
- 7.7. By Form
- 7.8. By Distribution Channel
- 7.9. By Region

8. MACRO ENVIRONMENT AND INDUSTRY STRUCTURE

- 8.1. Supply Demand Analysis
- 8.2. Import Export Analysis
- 8.3. Value Chain Analysis
- 8.4. PESTEL Analysis
 - 8.4.1. Political Factors
 - 8.4.2. Economic System
 - 8.4.3. Social Implications
 - 8.4.4. Technological Advancements
 - 8.4.5. Environmental Impacts
 - 8.4.6. Legal Compliances and Regulatory Policies (Statutory Bodies Included)
- 8.5. Porter's Five Forces Analysis
 - 8.5.1. Supplier Power
 - 8.5.2. Buyer Power
 - 8.5.3. Substitution Threat
 - 8.5.4. Threat from New Entrant
 - 8.5.5. Competitive Rivalry

9. MARKET DYNAMICS

- 9.1. Growth Drivers
- 9.2. Growth Inhibitors (Challenges and Restraints)

10. KEY PLAYERS LANDSCAPE

- 10.1. Competition Matrix of Top Five Market Leaders
- 10.2. Market Revenue Analysis of Top Five Market Leaders (in %, 2022)
- 10.3. Mergers and Acquisitions/Joint Ventures (If Applicable)
- 10.4. SWOT Analysis (For Five Market Players)
- 10.5. Patent Analysis (If Applicable)

11. PRICING ANALYSIS

12. CASE STUDIES

13. KEY PLAYERS OUTLOOK

- 13.1. Oatly
 - 13.1.1. Company Details
 - 13.1.2. Key Management Personnel
 - 13.1.3. Products & Services
 - 13.1.4. Financials (As reported)
 - 13.1.5. Key Market Focus & Geographical Presence
 - 13.1.6. Recent Developments
- 13.2. Northern Bloc Ltd.
- 13.3. Alpro
- 13.4. Ben & Jerry's
- 13.5. Booja-Booja
- 13.6. Pocogelato.co
- 13.7. Jude's Ice Cream
- 13.8. Wicked Kitchen
- 13.9. Unilever
- 13.10. Froneri Group
- 13.11. Over the Moo

*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

14. STRATEGIC RECOMMENDATIONS

15. ABOUT US & DISCLAIMER

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