

China Ice Cream Market Forecast 2021-2027, Industry Trends, Share, Insight, Growth, Impact of COVID-19, Opportunity Company Analysis

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Abstracts

Ice creams are becoming a hugely popular dairy product in China. Ice creams are made of dairy items such as cream and milk combined with flavors, dry fruits and other ingredients. Besides, increasing consumer spending on food & confectionery items and increasing willingness for desserts are predicted to boost the Ice Cream market growth. In addition to this, the per capita consumption is relatively low, providing abundant opportunities for further expansion of the Chinese ice cream industry. According to Renub Research Report, China Ice Cream Industry will grow with a CAGR of 8.07% during 2020-2027.

China Ice Cream Market Size will reach US\$ 40.19 Billion by 2027

Based on product type, the China ice-cream industry is categorized into artisanal, impulse and takes home. Customers are constantly moving sugar-free or low-fat ice creams, demanding artisanal ice due to the growth in the standard of living and lifestyle changes. Artisanal ice creams are handmade using natural ingredients and avoid using any kind of preservatives, artificial flavors, emulsifiers, or any taste stabilizer. As in recent years, due to the increasing health concerns regarding ice cream consumption, users prefer ice cream products that are hormone-free, GMO-free, preservative-free, additive- and dairy-free, low in calories, and organic fat-free.

Furthermore, innovations in impulse ice cream packaging like Paper Bowls, Carton, Wrap, and others contribute to the growing demand for impulse ice cream in china Supermarkets and Hypermarkets, and Convenience stores as the new packaging are more comfortable to carry and store compared to the old ones.

By Flavor Type: Vanilla holds a significant market share in China Ice Cream Industry

Vanilla is the most liked flavor among consumers across China, followed by chocolate, Mango, Orange, and Strawberry etc. It is a natural, rich aroma and is often substituted by artificial vanillin in ice cream production, which causes different prices of the same-flavored products.

Besides, chocolate, butterscotch, and blueberry flavors are also gaining ground in China pre-mid-lifers and early young adults age groups. Young adults have become one of China's largest spending age groups; Chinese consumers aged 20-24 are particularly interested in value-added features, such as edible containers that taste good, customized flavors/shapes.

China Ice Cream Market was US\$ 23.34 Billion in 2020

The rising demand for ice cream among the millennial population in East China opts for ice cream as meal replacements. A growing preference for less processed, natural and convenient food and an increasing focus on low-calorie ice creams are growing interest in gelato, and soft serve among East China consumers. East Chinese consumers emphasize experience, and ice cream has become more than just food; it has become a product of modern life.

Impact of COVID-19 on Ice Cream Industry of China

This pandemic has changed the behavior of Chinese consumers in many different ways from spending and lifestyle choices to the shopping channels used and media consumed. Even though many industries have shown negative trends due to the impact of the virus, China ice cream industry has bucked the trend and has shown positive growth. In the first month of the pandemic COVID-19 outbreak, in-home ice cream sales increased in double-digit percentage, surpassing the growth of both foods as a whole and snacking.

Key Chinese Ice Cream Companies Focusing on Novel Product Launches to help Companies expand their Product Lines

The vital Chinese players such as Meiji co ltd, Haagen-Dazs, Blizzard, Magnum, YILI.Com Inc, General Mills Inc compete on different factors, including product offerings, taste, flavor, price, quality, size, functionality, packaging, and marketing activities, to

gain an ambitious advantage in the market. The several active companies in the market are mainly focused on introducing new products to cater to the interests of consumers.

Renub Research latest Report "China Ice Cream Market By Product Type (artisanal, impulse and takes home), Flavor Type (Vanilla, Chocolate, Mango, Orange, and Strawberry, Butterscotch, Blueberry, Others), Age Group (Kids & Babies, Tweens & Early Teens, Early Young Adults, Older Young Adults, Pre-Mid-Lifers, Mid-Lifers , Older Consumers), Packaging Type (Paper Bowls, Carton, Wrap, and others), Distribution Channel, Supermarkets and Hypermarkets, Convenience Store, Specialist Retailers, Online Retail Stores and Other), Regional Distribution (East China, South China, North China, West China, Central China, Northeast China), Company Analysis (Meiji co.ltd, Haagen-Dazs, Blizzard, Magnum, YILI.Com Inc, General Mills Inc)" provides complete details on China Ice Cream Industry.

Product Type – China Ice Cream Market breakup from 3 viewpoints

1. Artisanal
2. Impulse
3. Take Home

Flavor Type – China Ice Cream Market breakup from 8 viewpoints

1. Chocolate
2. Vanilla
3. Mango
4. Orange
5. Strawberry
6. Butterscotch
7. Blueberry
8. Others

Age Group – China Ice Cream Market breakup from 7 viewpoints

1. Kids & Babies
2. Twines & Early Teens
3. Early Young Adults
4. Older Young Adults
5. Pre-Mid-Lifers
6. Mid-Lifers

7. Older Consumers

Packaging Type – China Ice Cream Market breakup from 4 viewpoints

1. Paper Bowls
2. Carton
3. Wrap
4. Others

Distribution Channel - China Ice Cream Market breakup from 5 viewpoints

1. Supermarkets and Hypermarkets
2. Convenience Store
3. Specialist Retailers
4. Online Retail Stores
5. Other

Regional Distribution – China Ice Cream Market breakup from 6 viewpoints

1. East China
2. South China
3. North China
4. West China
5. Central China
6. Northeast China

All key players have been covered from 3 viewpoints

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1. Meiji co ltd
2. Haagen-Dazs

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4. YILI.Com Inc
5. General Mills Inc

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