

A Study of India's Ice Cream Market 2018

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Abstracts

Executive Summary

Globally, ice cream is the most popular dessert. Since the industry is marginally capital intensive, it is very competitive. In 2014, China took over the United States as the largest ice cream market globally. In 2015, United states, New Zealand, Australia, Denmark and Belgium dominated the global ice cream market in terms of consumption. On the basis of product, the global ice cream market can be segmented into impulse ice cream, take-home ice cream and artisanal ice cream.

Indian ice cream industry is one of the fastest growing segments of the dairy or food processing industry. India has a low per capita ice cream consumption of ice cream at 400 ml as compared with per capita consumption of ice cream of 22,000 ml in the United States and 3,000 ml in China. With the improving cold chain infrastructure in the country coupled with increasing disposable income and the changing lifestyle, the sector has great potential for growth.

The ice cream industry in India generated revenue of more than USD 1.5 billion in 2016 and is projected to generate revenue of approximately USD 3.4 billion by 2021. Lately, frozen desserts which are made out of vegetable oils have been eating into the market share of ice cream. Key players offering frozen desserts in India are Kwality Walls, Vadilal, and Cream Bell.

In India ice cream industry is mostly regional and there is a multitude of brands focusing on only one or two districts or in some case only one state. There are very few national brands and the major reason behind slow growth of the smaller players is the high perishability of ice cream products.

Why should the report be purchased?

The report 'A Study of India's Ice Cream Market 2018' highlights key dynamics of the global and India's ice cream market. The growing opportunity in the sector has been investigated along with the market drivers. The initiatives and performance of key players including Amul (Gujarat Cooperative Milk Marketing Federation), Vadilal Industries Ltd, Hindustan Unilever, Mother Dairy, Nestle and General Mills along with the current market scenario has also been studied. The report contains latest industry leader's opinion.

Research methodology and delivery time

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from key public industry sources and publications has been scanned and analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis.

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