

# **Industrial Labels Market By Type (Warning/Security Labels, Weatherproof Labels, Equipment Asset Labels, Branding Labels, and Others), By Mechanism (Pressure Sensitive Labelling, Glue-Applied Labelling, Heat Transfer, and Others), By Raw Material (Plastic/Polymer Labels and Metal Labels), By Region, By Competition Forecast & Opportunities, 2018-2028F**

<https://marketpublishers.com/r/IA0188BFAAE8EN.html>

Date: November 2023

Pages: 184

Price: US\$ 4,900.00 (Single User License)

ID: IA0188BFAAE8EN

## **Abstracts**

The global ice cream parlor market, valued at USD 12.58 billion in 2022, is poised for substantial growth in the forecast period, with a projected Compound Annual Growth Rate (CAGR) of 5.3% through 2028. This growth is driven by the surging popularity of premium ice cream, reflecting shifting consumer preferences towards indulgent and high-quality desserts. Ice cream has evolved beyond being a simple treat; it has become a versatile dessert that caters to a wide range of nutritional needs and preferences. This transformation is attributed to the growing demand for low-fat, low-sugar, lactose-free, vegan, and plant-based options within the food industry.

Additionally, the advent of e-commerce and the expansion of distribution channels have significantly impacted the market. Online platforms have not only eliminated geographical constraints but have also made it easier for consumers to access a diverse selection of ice cream flavors and brands. Cutting-edge flavors, formats, and packaging innovations have also played a pivotal role in driving market expansion. Manufacturers are committed to offering distinctive and enticing flavors that blend international and regional influences while experimenting with textures and ingredients. Continuous innovation not only attracts new customers but also inspires existing ones to broaden their horizons and expand their preferences.

Ice cream parlors find primary applications in the food, pharmaceutical, and cosmetic industries, offering enhanced benefits for skin and hair, including nourishment and moisturization. Additionally, ice cream is used in the treatment of conditions such as poison ivy, insect bites, dermatitis, and skin rashes. It also contributes to reducing fine lines and wrinkles, making it highly effective in addressing rough skin.

#### Key Market Drivers:

- 1. Evolution of Consumer Preferences:** Consumer preferences play a pivotal role in shaping the direction of the ice cream parlor market. The evolving taste preferences of consumers, particularly the demand for new and innovative flavors, have driven ice cream parlors to continuously experiment with their offerings. While traditional flavors remain popular, the rise of artisanal and gourmet flavors, often incorporating unique ingredients and cultural influences, has attracted consumers seeking novel taste experiences.
- 2. Customization and Personalization:** In an era where personalization is highly valued, the ice cream parlor market has capitalized on this trend. The ability to customize ice cream orders with a plethora of toppings, mix-ins, and flavors aligns with the desire of consumers to tailor their choices to their specific tastes. The interactive experience of creating one's own ice cream concoction enhances customer engagement and fosters a sense of ownership, making each visit to the ice cream parlor a unique and enjoyable event.
- 3. Visual and Social Media Appeal:** The saying "we eat with our eyes" has never been truer than in the age of social media. Ice cream parlors have leveraged the visual appeal of their products to captivate consumers, turning their offerings into shareable moments. Intricately designed ice cream sundaes, vibrant and colorful creations, and unique serving styles have made their way onto platforms like Instagram and TikTok. This trend has not only garnered attention but has also acted as free advertising, drawing crowds eager to capture and share their experiences online.
- 4. Health-Conscious Choices:** As health consciousness continues to influence consumer choices, the ice cream parlor market has responded by introducing healthier options. The demand for low-sugar, low-fat, and dairy-free alternatives has led to the development of products that cater to individuals with dietary restrictions or those simply seeking healthier indulgences. The introduction of options made from natural ingredients, organic sources, and plant-based substitutes has widened the market's appeal and accommodated a diverse range of dietary preferences.

5. **Innovative Presentations and Techniques:** Ice cream parlors have embraced innovation not only in flavors but also in presentation. Techniques like rolled ice cream, where ice cream is prepared on a cold surface and then rolled into delicate spirals, and liquid nitrogen freezing, which produces a theatrical smoky effect, have added an element of entertainment to the ice cream experience. These innovative presentations not only attract customers seeking novel experiences but also create a memorable spectacle that encourages repeat visits.

6. **Seasonal and Limited-Time Offerings:** Ice cream parlors have tapped into the psychology of scarcity by introducing seasonal and limited-time offerings. Capitalizing on the nostalgia and associations with specific seasons or holidays, these offerings create a sense of urgency and excitement among consumers. Limited-time flavors and collaborations with other brands or events often generate buzz, drawing customers to experience these exclusive treats before they disappear, thus driving foot traffic and sales.

7. **Cross-Generational Appeal:** Ice cream parlors possess a unique ability to appeal to multiple generations. Childhood nostalgia draws in older generations, while the vibrant and dynamic offerings cater to younger consumers seeking excitement and Instagram-worthy moments. The intergenerational appeal of ice cream parlors as places of shared joy and memories contributes to their sustained popularity.

8. **Online Ordering and Delivery:** The technological landscape has impacted how ice cream parlors operate, with the rise of online ordering and delivery services. The convenience of ordering ice cream from the comfort of one's home has expanded the market's reach beyond physical locations. This adaptation to changing consumer behavior, especially during the COVID-19 pandemic, has allowed ice cream parlors to maintain revenue streams and adapt to the demands of a digital age.

9. **Cultural Influences and Globalization:** The ice cream parlor market has benefited from cultural exchange and globalization. Influences from around the world have inspired new flavors and concepts, contributing to a diverse range of offerings. Additionally, the proliferation of international cuisines and travel experiences has made consumers more open to trying exotic and unfamiliar flavors, providing ice cream parlors with opportunities to offer unique and exciting products.

10. **Food Tourism and Culinary Exploration:** Food tourism has gained momentum, and ice cream parlors have become destinations for culinary exploration. Travelers and

locals alike seek out renowned parlors to sample signature creations and regional specialties. Ice cream parlors have become integral to the broader food tourism landscape, offering visitors a taste of local culture and gastronomy.

#### Key Market Challenges:

1. **Evolving Consumer Preferences:** One of the most significant challenges faced by the ice cream parlor market is the constant evolution of consumer preferences. Consumers' tastes and preferences are fluid, driven by trends, health considerations, and cultural influences. Ice cream parlors must constantly adapt their offerings to cater to these changes, which can be a complex task. What's popular today may be passé tomorrow, requiring parlors to strike a balance between traditional favorites and innovative creations.

2. **Health and Dietary Trends:** Health-conscious consumer behaviors and dietary trends pose both opportunities and challenges. While demand for healthier and allergen-friendly options is rising, formulating such products while maintaining the desirable taste and texture of ice cream can be a technical challenge. Additionally, communicating nutritional information accurately and transparently to consumers can be a regulatory and marketing challenge.

3. **Competition and Differentiation:** As the ice cream parlor market continues to grow, competition intensifies. Independent parlors must compete not only with other parlors but also with larger chains and even supermarkets offering a wide range of frozen desserts. Standing out in a crowded market requires differentiation through unique flavors, creative presentations, exceptional customer service, and creating an inviting atmosphere.

4. **Seasonal Demand and Footfall:** The ice cream parlor market experiences seasonal demand due to weather variations. While summer months witness high footfall, colder seasons can result in reduced customer traffic. This fluctuation in demand can create challenges in maintaining consistent revenue throughout

the year. Some parlors have addressed this by introducing warm dessert options or diversifying their menu to include non-ice cream offerings during the colder months.

5. **Digital Transformation and Online Presence:** While online ordering and delivery offer new revenue streams, transitioning to digital platforms can be challenging for traditional ice cream parlors. Developing user-friendly online ordering systems, managing delivery

logistics, and maintaining consistent product quality during transit are hurdles that require technological adaptation and investment. Additionally, building and maintaining a strong online presence through social media and websites is essential for reaching and engaging customers.

6. **Regulatory Compliance:** The foodservice industry is subject to stringent health and safety regulations. Ice cream parlors must adhere to regulations regarding food handling, storage, and hygiene. The complexity of these regulations, which can vary by region, demands continuous training, strict processes, and regular inspections to ensure compliance.

#### Key Market Trends:

1. **Artisanal and Gourmet Flavors:** Artisanal and gourmet ice cream flavors have been gaining traction in recent years. Consumers are seeking unique taste experiences, and ice cream parlors are responding by experimenting with creative and unexpected flavor combinations. From floral infusions to savory elements, and from exotic spices to unexpected mix-ins, parlors are pushing the boundaries of traditional flavors, appealing to adventurous palates and capturing the interest of food enthusiasts.

2. **Plant-Based and Dairy-Free Options:** The rise of plant-based diets and lactose intolerance awareness has led to a surge in demand for dairy-free and vegan ice cream options. Ice cream parlors are now offering alternatives made from coconut, almond, oat, and other plant-based ingredients. These alternatives aim to replicate the creamy texture and indulgent taste of traditional ice cream while catering to a growing segment of health-conscious and environmentally aware consumers.

3. **Health-Conscious Creations:** Consumers are becoming increasingly health-conscious, even when indulging in treats. Ice cream parlors are responding by introducing healthier options that reduce sugar content, feature natural sweeteners, and incorporate nutritious ingredients. This includes fruit-based sorbets, low-sugar varieties, and even ice creams fortified with vitamins and minerals.

4. **Global Flavors and Cultural Fusion:** The world is more interconnected than ever, and this is reflected in the ice cream parlor market. Parlors are embracing global flavors and cultural influences, introducing international tastes that resonate with consumers seeking diverse culinary experiences. From matcha green tea to Indian-inspired saffron flavors, this trend allows customers to embark on a culinary journey through their ice cream choices.

5. **Digital Integration and Online Ordering:** The digital age has transformed how businesses interact with consumers, and ice cream parlors are no exception. Many parlors are embracing online ordering systems and mobile apps that allow customers to customize their orders, pay in advance, and even have their ice cream delivered to their doorstep. This digital integration enhances convenience and widens the reach of the parlor beyond its physical location.

6. **Functional and Nutrient-Rich Varieties:** Consumers are increasingly seeking functional foods that provide nutritional benefits beyond mere indulgence. Ice cream parlors are responding by introducing varieties enriched with protein, probiotics, and other health-boosting ingredients. These functional ice creams aim to align with consumers' wellness goals while still delivering on taste.

7. **Sustainability and Eco-Friendly Practices:** The global focus on sustainability has not spared the ice cream parlor market. Consumers are increasingly conscious of the environmental impact of their choices, leading parlors to adopt eco-friendly practices. This includes using biodegradable or reusable packaging, sourcing local and organic ingredients, and implementing waste reduction strategies.

8. **Novel Presentation and Instagram-Worthy Treats:** The visual appeal of food has become increasingly important in the age of social media. Ice cream parlors are creating visually stunning treats that are Instagram-worthy, encouraging customers to share their experiences online. From intricate sundaes with elaborate toppings to vibrantly colored ice creams, these visually captivating creations become a marketing tool in themselves.

9. **Experiential and Interactive Offerings:** Modern consumers crave experiences that go beyond just consumption. Ice cream parlors are capitalizing on this desire by providing interactive and experiential offerings. This might include DIY ice cream stations where customers can mix their own flavors and toppings, or live demonstrations of techniques like liquid nitrogen freezing, where the preparation process becomes part of the experience.

The ice cream parlor market is undergoing a transformation fueled by consumer demands, technological innovation, and societal shifts. The trends outlined above are shaping the market's future and influencing how ice cream parlors create and market their offerings. Successful parlors are those that not only keep up with these trends but also embrace them as opportunities to engage customers, differentiate themselves from



competitors, and continue to delight taste buds in new and exciting ways.

#### Segmental Insights:

##### Type Insights:

- **Branded/Franchise Revenues:** In 2022, branded/franchise revenues accounted for the largest market share, and they are expected to maintain their dominance during the forecast period. Ice cream parlors operating under a brand or franchise are part of larger chains or franchises with multiple locations. They often carry a well-known brand name like Dairy Queen, Baskin-Robbins, Ben & Jerry's, or Cold Stone Creamery. Branded ice cream parlors typically offer consistent flavors, menu items, and experiences across all their locations. They benefit from strong customer loyalty and brand recognition. Branded parlors are widely distributed, with locations in popular malls, entertainment hubs, and retail centers, increasing the accessibility of their products to a wider customer base.

- **Independent Parlors:** Independent ice cream parlors, in contrast, are stand-alone businesses that operate without affiliation to a larger franchise or chain. Most of these parlors are locally owned and operated, giving them the flexibility to develop unique flavors, menu items, and atmospheres. Independent parlors often take an artisanal or gourmet approach to their ice cream selections, focusing on high-quality ingredients and craftsmanship.

##### Product Insights:

- **Traditional Ice Cream:** In 2022, the traditional ice cream segment dominated the market. Traditional ice creams have been a beloved frozen treat for many years, characterized by a base of milk, cream, sugar, and flavorings. The ingredients are pasteurized, churned in an ice cream maker, and then frozen to create a creamy texture. Traditional ice cream comes in a wide range of classic flavors such as vanilla, chocolate, strawberry, and mint chocolate chip. These ice creams are renowned for their nostalgic appeal and typically offer a smooth and consistent texture.

- **Artisanal Ice Cream:** Artisanal ice cream is expected to experience the fastest growth with the highest CAGR during the forecast period. This segment emphasizes craftsmanship, distinctive flavors, and premium ingredients. Artisanal ice creams are typically produced in smaller batches by trained artisans using traditional techniques and recipes. They prioritize presentation, flavor pairings, originality, and innovation.

Ingredients often include natural flavors, fresh fruits, and organic or locally sourced components, with fewer or no artificial additives. Artisanal ice cream parlors aim to offer unique and high-quality creations.

#### Regional Insights:

- Asia Pacific: The Asia Pacific region is expected to witness the fastest CAGR during the forecast period. High-end ice creams have gained popularity in this region due to evolving consumer consumption patterns and the region's cultural diversity. The demand for innovative ice creams and flavor combinations has surged, leading to increased competition. New brands have entered the market, intensifying rivalry and driving growth in this dynamic region.

#### Key Market Players

Baskin-Robbins

D.Q. Corp.

Cold Stone Creamery (Kahala Franchising, LLC.).

Ben & Jerry's Homemade, Inc.

H?agen-Dazs

Amorino

Ghirardelli Chocolate Company

Marble Slab Creamery

Cream Stone

Natural Ice Creams

#### Report Scope:

In this report, the global ice cream parlor market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:



Ice Cream Parlor Market, By Type:

Branded/Franchise

Independent

Ice Cream Parlor Market, By Product:

Traditional Ice Cream

Artisanal Ice Cream

Ice Cream Parlor Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

## Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies present in the Global Ice Cream Parlor Market.

## Available Customizations:

Global Ice Cream Parlor Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

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## **15. STRATEGIC RECOMMENDATIONS/ACTION PLAN**

- 15.1. Key Focus Areas
- 15.2. Target Type
- 15.3. Target Raw Material

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