

Europe Ice Cream Market Report (2021-2031) by Scope, Segmentation, Dynamics, and Competitive Analysis

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Abstracts

The European ice cream market is projected to grow significantly, reaching approximately USD 39.25 billion by 2031, up from USD 27.97 billion in 2023, with a compound annual growth rate (CAGR) of 4.3% during this period.

Executive Summary and Market Analysis

The rising demand for frozen dairy products, coupled with evolving consumer preferences for taste and convenience, is driving the growth of the ice cream market in Europe. There is a notable shift towards low-fat and natural ice creams that offer indulgent flavors. Additionally, frozen desserts are increasingly being viewed as a pleasant way to aid digestion after meals, further boosting their popularity.

A key trend in the market is premiumization, where consumers are gravitating towards unique flavors and high-quality products. This trend is supported by increasing disposable incomes and the introduction of a variety of dessert options that cater to diverse tastes. Premium ice creams, characterized by higher butterfat content and a denser texture, are gaining traction. Urbanization and advancements in dairy technology are also contributing to the demand for both luxury and standard ice creams. Notably, in June 2024, See's Candies and McConnell's Fine Ice Creams launched a limited-edition collection featuring four collaborative flavors.

Manufacturers are actively pursuing expansion strategies to meet consumer demand. For example, in January 2024, Greenyard acquired Cr?me de la Cr?me, a Belgian producer of plant-based ice cream, enhancing its portfolio in the frozen dessert sector. Gelato is also witnessing a surge in popularity, prompting European brands to expand

internationally. In February 2023, the Italian gelato brand Amorino increased its UK franchise from 20 to over 30 locations, partnering with Seeds Consulting for further expansion.

Market Segmentation Analysis

The European ice cream market can be segmented by flavor, category, form, and distribution channel:

- Flavor: The market includes vanilla, chocolate, berries, matcha, and others, with vanilla holding the largest market share in 2023.
- Category: The market is divided into conventional and sugar-free segments, with conventional ice cream dominating in 2023.
- Form: Ice cream is available in cups and tubs, bars and sticks, among other forms, with cups and tubs leading the market.
- Distribution Channel: Supermarkets and hypermarkets are the primary distribution channels, holding the largest share in 2023.

Market Outlook

Functional ice cream is gaining traction among health-conscious consumers due to its high-quality ingredients and nutritional benefits. Manufacturers are increasingly focusing on fortifying ice creams with functional ingredients, which can help address specific health needs. The COVID-19 pandemic has further accelerated the demand for healthier options, with low-sugar and high-protein ice creams becoming particularly popular among athletes and health-focused consumers. For instance, a Polish startup, Bio Ice Cream Dots, developed probiotic ice cream dots with support from the EIT Jumpstarter NEXT program, showcasing innovation in the sector. In 2023, Myprotein launched a line of protein-rich ice creams in Iceland, featuring flavors like Salted Caramel and Chocolate, each containing around 100 calories and at least 10g of protein per serving.

The rise of functional ice cream is largely driven by product innovations that enhance taste and nutritional value. These innovations allow consumers to enjoy indulgent treats while adhering to their health goals, a trend that has gained momentum since the pandemic. As consumers increasingly seek convenient yet nutritious food options, manufacturers are responding by launching nutritionally enriched ice creams, thereby expanding their market reach and competitive advantage.

Country Insights

The European ice cream market includes key countries such as Germany, the UK, France, Italy, Spain, and others. The Rest of Europe segment held the largest market share in 2023, driven by innovative flavors and advancements in production technology. Countries like Russia, Poland, and the Netherlands are notable contributors to this segment, with consumers showing a keen interest in unique flavor experiences. For example, the Russian company Dandelion has introduced innovative flavors like Cacao fruit and Lime ice cream.

Company Profiles

Key players in the ice cream market include Blue Bell Creameries, Unilever Plc, Nestle SA, General Mills Inc, Mars Inc, and others. These companies are employing various strategies such as product innovation, expansion, and mergers and acquisitions to enhance their market presence and cater to evolving consumer preferences.

Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the Europe ice cream market.

Highlights key business priorities in order to assist companies to realign their business strategies.

The key findings and recommendations highlight crucial progressive industry trends in Europe ice cream market, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

Scrutinize in-depth Europe market trends and outlook coupled with the factors driving the ice cream market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin security interest with respect to client products, segmentation, pricing, and distribution.

Companies

Blue Bell Creameries

Unilever Plc

Nestle SA

General Mills Inc

Mars Inc

Wells Enterprises Inc

Turkey Hill Dairy

Dairy Farmers of America, Inc.

Morinaga Milk Industry Co Ltd

Kwality Foods, LLC.

Baskin-Robbins

David Chapman's Ice Cream Limited

Cold Stone Creamery

Lotus Bakeries NV

IMURAYA GROUP CO., LTD

Contents

1. INTRODUCTION

- 1.1 Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Insights
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Secondary Research
- 3.2 Primary Research
 - 3.2.1 Hypothesis formulation:
 - 3.2.2 Macro-economic factor analysis:
 - 3.2.3 Developing base number:
 - 3.2.4 Data Triangulation:
 - 3.2.5 Country level data:

4. ICE CREAM MARKET LANDSCAPE

- 4.1 Overview
- 4.2 Porter's Five Forces Analysis
 - 4.2.1 Bargaining Power of Suppliers
 - 4.2.2 Bargaining Power of Buyers
 - 4.2.3 Competitive Rivalry
 - 4.2.4 Threat of Substitutes
 - 4.2.5 Threat of New Entrants
- 4.3 Ecosystem Analysis
 - 4.3.1 Raw Materials:
 - 4.3.2 Manufacturing Process:
 - 4.3.3 Distributors
 - 4.3.4 Distribution Channel
- 4.4 List of Vendors in the Value Chain

5. EUROPE ICE CREAM MARKET – KEY MARKET DYNAMICS

5.1 Market Drivers

5.1.1 Popularity of Ice Cream Among All Age Groups

5.1.2 Availability of Innovative Flavors

5.2 Market Restraints

5.2.1 Health Concerns Associated with Ice Cream

5.3 Market Opportunities

5.3.1 Rising Popularity of Functional Ice Cream

5.4 Future Trends

5.4.1 Increasing Demand for Dairy-Free and Vegan Ice Cream

5.5 Impact of Drivers and Restraints:

6. EUROPE ICE CREAM MARKET – EUROPE ANALYSIS

6.1 Europe Ice Cream Market Revenue (US\$ Million), 2021–2031

6.2 Europe Ice Cream Market Forecast Analysis

7. EUROPE ICE CREAM MARKET ANALYSIS – BY FLAVOR

7.1 Vanilla

7.1.1 Overview

7.1.2 Vanilla: Europe Ice Cream Market – Revenue and Forecast, 2021–2031 (US\$ Million)

7.2 Chocolate

7.2.1 Overview

7.2.2 Chocolate: Europe Ice Cream Market – Revenue and Forecast, 2021–2031 (US\$ Million)

7.3 Berries

7.3.1 Overview

7.3.2 Berries: Europe Ice Cream Market – Revenue and Forecast, 2021–2031 (US\$ Million)

7.4 Matcha

7.4.1 Overview

7.4.2 Matcha: Europe Ice Cream Market – Revenue and Forecast, 2021–2031 (US\$ Million)

7.5 Others

7.5.1 Overview

7.5.2 Others: Europe Ice Cream Market – Revenue and Forecast, 2021–2031 (US\$ Million)

8. EUROPE ICE CREAM MARKET ANALYSIS – BY CATEGORY

8.1 Conventional

8.1.1 Overview

8.1.2 Conventional: Europe Ice Cream Market – Revenue and Forecast, 2021–2031
(US\$ Million)

8.2 Sugar Free

8.2.1 Overview

8.2.2 Sugar Free: Europe Ice Cream Market – Revenue and Forecast, 2021–2031
(US\$ Million)

9. EUROPE ICE CREAM MARKET ANALYSIS – BY FORM

9.1 Cups and Tubs

9.1.1 Overview

9.1.2 Cups and Tubs: Europe Ice Cream Market – Revenue and Forecast, 2021–2031
(US\$ Million)

9.2 Bars and Sticks

9.2.1 Overview

9.2.2 Bars and Sticks: Europe Ice Cream Market – Revenue and Forecast, 2021–2031
(US\$ Million)

9.3 Others

9.3.1 Overview

9.3.2 Others: Europe Ice Cream Market – Revenue and Forecast, 2021–2031 (US\$ Million)

10. EUROPE ICE CREAM MARKET ANALYSIS – BY DISTRIBUTION CHANNEL

10.1 Supermarkets and Hypermarkets

10.1.1 Overview

10.1.2 Supermarkets and Hypermarkets: Europe Ice Cream Market – Revenue and Forecast, 2021–2031 (US\$ Million)

10.2 Specialty Stores

10.2.1 Overview

10.2.2 Specialty Stores: Europe Ice Cream Market – Revenue and Forecast, 2021–2031 (US\$ Million)

10.3 Online Retail

10.3.1 Overview

10.3.2 Online Retail: Europe Ice Cream Market – Revenue and Forecast, 2021–2031
(US\$ Million)

10.4 Others

10.4.1 Overview

10.4.2 Others: Europe Ice Cream Market – Revenue and Forecast, 2021–2031 (US\$ Million)

11. EUROPE ICE CREAM MARKET – COUNTRY ANALYSIS

11.1 Europe

11.1.1 Europe Ice Cream Market – Revenue and Forecast Analysis – by Country

11.1.1.1 Europe Ice Cream Market – Revenue and Forecast Analysis – by Country

11.1.1.2 Germany: Europe Ice Cream Market – Revenue and Forecast, 2021–2031
(US\$ Million)

11.1.1.2.1 Germany: Europe Ice Cream Market Share – by Flavor

11.1.1.2.2 Germany: Europe Ice Cream Market Share – by Category

11.1.1.2.3 Germany: Europe Ice Cream Market Share – by Form

11.1.1.2.4 Germany: Europe Ice Cream Market Share – by Distribution Channel

11.1.1.3 United Kingdom: Europe Ice Cream Market – Revenue and Forecast,
2021–2031 (US\$ Million)

11.1.1.3.1 United Kingdom: Europe Ice Cream Market Share – by Flavor

11.1.1.3.2 United Kingdom: Europe Ice Cream Market Share – by Category

11.1.1.3.3 United Kingdom: Europe Ice Cream Market Share – by Form

11.1.1.3.4 United Kingdom: Europe Ice Cream Market Share – by Distribution
Channel

11.1.1.4 France: Europe Ice Cream Market – Revenue and Forecast, 2021–2031
(US\$ Million)

11.1.1.4.1 France: Europe Ice Cream Market Share – by Flavor

11.1.1.4.2 France: Europe Ice Cream Market Share – by Category

11.1.1.4.3 France: Europe Ice Cream Market Share – by Form

11.1.1.4.4 France: Europe Ice Cream Market Share – by Distribution Channel

11.1.1.5 Italy: Europe Ice Cream Market – Revenue and Forecast, 2021–2031 (US\$ Million)

11.1.1.5.1 Italy: Europe Ice Cream Market Share – by Flavor

11.1.1.5.2 Italy: Europe Ice Cream Market Share – by Category

11.1.1.5.3 Italy: Europe Ice Cream Market Share – by Form

11.1.1.5.4 Italy: Europe Ice Cream Market Share – by Distribution Channel

11.1.1.6 Spain: Europe Ice Cream Market – Revenue and Forecast, 2021–2031 (US\$ Million)

- 11.1.1.6.1 Spain: Europe Ice Cream Market Share – by Flavor
- 11.1.1.6.2 Spain: Europe Ice Cream Market Share – by Category
- 11.1.1.6.3 Spain: Europe Ice Cream Market Share – by Form
- 11.1.1.6.4 Spain: Europe Ice Cream Market Share – by Distribution Channel
- 11.1.1.7 Rest of Europe: Europe Ice Cream Market – Revenue and Forecast, 2021–2031 (US\$ Million)
 - 11.1.1.7.1 Rest of Europe: Europe Ice Cream Market Share – by Flavor
 - 11.1.1.7.2 Rest of Europe: Europe Ice Cream Market Share – by Category
 - 11.1.1.7.3 Rest of Europe: Europe Ice Cream Market Share – by Form
 - 11.1.1.7.4 Rest of Europe: Europe Ice Cream Market Share – by Distribution Channel

12. COMPETITIVE LANDSCAPE

- 12.1 Company Positioning & Concentration
- 12.2 Heat Map Analysis

13. INDUSTRY LANDSCAPE

- 13.1 Overview
- 13.2 Agreements, Collaborations, And Joint Ventures
- 13.3 Product Launch
- 13.4 Expansions And Other Strategic Developments

14. COMPANY PROFILES

- 14.1 Blue Bell Creameries
 - 14.1.1 Key Facts
 - 14.1.2 Business Description
 - 14.1.3 Products and Services
 - 14.1.4 Financial Overview
 - 14.1.5 SWOT Analysis
 - 14.1.6 Key Developments
- 14.2 Unilever Plc
 - 14.2.1 Key Facts
 - 14.2.2 Business Description
 - 14.2.3 Products and Services
 - 14.2.4 Financial Overview
 - 14.2.5 SWOT Analysis

- 14.2.6 Key Developments
- 14.3 Nestle SA
 - 14.3.1 Key Facts
 - 14.3.2 Business Description
 - 14.3.3 Products and Services
 - 14.3.4 Financial Overview
 - 14.3.5 SWOT Analysis
 - 14.3.6 Key Developments
- 14.4 General Mills Inc
 - 14.4.1 Key Facts
 - 14.4.2 Business Description
 - 14.4.3 Products and Services
 - 14.4.4 Financial Overview
 - 14.4.5 SWOT Analysis
 - 14.4.6 Key Developments
- 14.5 Mars Inc
 - 14.5.1 Key Facts
 - 14.5.2 Business Description
 - 14.5.3 Products and Services
 - 14.5.4 Financial Overview
 - 14.5.5 SWOT Analysis
 - 14.5.6 Key Developments
- 14.6 Wells Enterprises Inc
 - 14.6.1 Key Facts
 - 14.6.2 Business Description
 - 14.6.3 Products and Services
 - 14.6.4 Financial Overview
 - 14.6.5 SWOT Analysis
 - 14.6.6 Key Developments
- 14.7 Turkey Hill Dairy
 - 14.7.1 Key Facts
 - 14.7.2 Business Description
 - 14.7.3 Products and Services
 - 14.7.4 Financial Overview
 - 14.7.5 SWOT Analysis
 - 14.7.6 Key Developments
- 14.8 Dairy Farmers of America, Inc.
 - 14.8.1 Key Facts
 - 14.8.2 Business Description

- 14.8.3 Products and Services
- 14.8.4 Financial Overview
- 14.8.5 SWOT Analysis
- 14.8.6 Key Developments
- 14.9 Cold Stone Creamery
 - 14.9.1 Key Facts
 - 14.9.2 Business Description
 - 14.9.3 Products and Services
 - 14.9.4 Financial Overview
 - 14.9.5 SWOT Analysis
 - 14.9.6 Key Developments
- 14.10 Morinaga Milk Industry Co Ltd
 - 14.10.1 Key Facts
 - 14.10.2 Business Description
 - 14.10.3 Products and Services
 - 14.10.4 Financial Overview
 - 14.10.5 SWOT Analysis
 - 14.10.6 Key Developments
- 14.11 Kwalita Foods, LLC.
 - 14.11.1 Key Facts
 - 14.11.2 Business Description
 - 14.11.3 Products and Services
 - 14.11.4 Financial Overview
 - 14.11.5 SWOT Analysis
 - 14.11.6 Key Developments
- 14.12 Baskin-Robbins
 - 14.12.1 Key Facts
 - 14.12.2 Business Description
 - 14.12.3 Products and Services
 - 14.12.4 Financial Overview
 - 14.12.5 SWOT Analysis
 - 14.12.6 Key Developments
- 14.13 David Chapman's Ice Cream Limited
 - 14.13.1 Key Facts
 - 14.13.2 Business Description
 - 14.13.3 Products and Services
 - 14.13.4 Financial Overview
 - 14.13.5 SWOT Analysis
 - 14.13.6 Key Developments

14.14 Lotus Bakeries NV

14.14.1 Key Facts

14.14.2 Business Description

14.14.3 Products and Services

14.14.4 Financial Overview

14.14.5 SWOT Analysis

14.14.6 Key Developments

14.15 IMURAYA GROUP CO., LTD

14.15.1 Key Facts

14.15.2 Business Description

14.15.3 Products and Services

14.15.4 Financial Overview

14.15.5 SWOT Analysis

14.15.6 Key Developments

15. APPENDIX

15.1 About The Insight Partners

List Of Tables

LIST OF TABLES

Table 1. Europe Ice Cream Market Segmentation

Table 2. List of Vendors

Table 3. Europe Ice Cream Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Table 4. Europe Ice Cream Market – Revenue and Forecast, 2021–2031 (US\$ Million) – by Flavor

Table 5. Europe Ice Cream Market – Revenue and Forecast, 2021–2031 (US\$ Million) – by Category

Table 6. Europe Ice Cream Market – Revenue and Forecast, 2021–2031 (US\$ Million) – by Form

Table 7. Europe Ice Cream Market – Revenue and Forecast, 2021–2031 (US\$ Million) – by Distribution Channel

Table 8. Europe Ice Cream Market – Revenue and Forecast, 2021–2031 (US\$ Million) – by Country

Table 9. Germany: Europe Ice Cream Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Flavor

Table 10. Germany: Europe Ice Cream Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Category

Table 11. Germany: Europe Ice Cream Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Form

Table 12. Germany: Europe Ice Cream Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Distribution Channel

Table 13. United Kingdom: Europe Ice Cream Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Flavor

Table 14. United Kingdom: Europe Ice Cream Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Category

Table 15. United Kingdom: Europe Ice Cream Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Form

Table 16. United Kingdom: Europe Ice Cream Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Distribution Channel

Table 17. France: Europe Ice Cream Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Flavor

Table 18. France: Europe Ice Cream Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Category

Table 19. France: Europe Ice Cream Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Form

Table 20. France: Europe Ice Cream Market – Revenue and Forecast, 2021 – 2031

(US\$ Million) – by Distribution Channel

Table 21. Italy: Europe Ice Cream Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Flavor

Table 22. Italy: Europe Ice Cream Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Category

Table 23. Italy: Europe Ice Cream Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Form

Table 24. Italy: Europe Ice Cream Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Distribution Channel

Table 25. Spain: Europe Ice Cream Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Flavor

Table 26. Spain: Europe Ice Cream Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Category

Table 27. Spain: Europe Ice Cream Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Form

Table 28. Spain: Europe Ice Cream Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Distribution Channel

Table 29. Rest of Europe: Europe Ice Cream Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Flavor

Table 30. Rest of Europe: Europe Ice Cream Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Category

Table 31. Rest of Europe: Europe Ice Cream Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Form

Table 32. Rest of Europe: Europe Ice Cream Market – Revenue and Forecast, 2021 – 2031 (US\$ Million) – by Distribution Channel

List Of Figures

LIST OF FIGURES

Figure 1. Europe Ice Cream Market Segmentation – Country

Figure 2. Porter's Five Forces Analysis

Figure 3. Ecosystem Analysis

Figure 4. Europe Ice Cream Market – Key Market Dynamics

Figure 5. Impact Analysis of Drivers and Restraints

Figure 6. Europe Ice Cream Market Revenue (US\$ Million), 2021–2031

Figure 7. Europe Ice Cream Market Share (%) – by Flavor (2023 and 2031)

Figure 8. Vanilla: Europe Ice Cream Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Figure 9. Chocolate: Europe Ice Cream Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Figure 10. Berries: Europe Ice Cream Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Figure 11. Matcha: Europe Ice Cream Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Figure 12. Others: Europe Ice Cream Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Figure 13. Europe Ice Cream Market Share (%) – by Category (2023 and 2031)

Figure 14. Conventional: Europe Ice Cream Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Figure 15. Sugar Free: Europe Ice Cream Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Figure 16. Europe Ice Cream Market Share (%) – by Form (2023 and 2031)

Figure 17. Cups and Tubs: Europe Ice Cream Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Figure 18. Bars and Sticks: Europe Ice Cream Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Figure 19. Others: Europe Ice Cream Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Figure 20. Europe Ice Cream Market Share (%) – by Distribution Channel (2023 and 2031)

Figure 21. Supermarkets and Hypermarkets: Europe Ice Cream Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Figure 22. Specialty Stores: Europe Ice Cream Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Figure 23. Online Retail: Europe Ice Cream Market – Revenue and Forecast,

2021–2031 (US\$ Million)

Figure 24. Others: Europe Ice Cream Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Figure 25. Europe Ice Cream Market Breakdown, by Key Countries, 2023 and 2031 (%)

Figure 26. Germany: Europe Ice Cream Market – Revenue and Forecast, 2021– 2031 (US\$ Million)

Figure 27. United Kingdom: Europe Ice Cream Market – Revenue and Forecast, 2021– 2031 (US\$ Million)

Figure 28. France: Europe Ice Cream Market – Revenue and Forecast, 2021– 2031 (US\$ Million)

Figure 29. Italy: Europe Ice Cream Market – Revenue and Forecast, 2021– 2031 (US\$ Million)

Figure 30. Spain: Europe Ice Cream Market – Revenue and Forecast, 2021– 2031 (US\$ Million)

Figure 31. Rest of Europe: Europe Ice Cream Market – Revenue and Forecast, 2021– 2031 (US\$ Million)

Figure 32. Company Positioning & Concentration

Figure 33. Heat Map Analysis

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