

**Ice Cream in China**

Market Direction | 2023-06-22 | 25 pages | Euromonitor

**AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

**Report description:**

Ice cream registered stronger growth in 2022 compared with 2021, outperforming other snack types. This strong growth was mainly due to increased time spent indoors, and the extreme hot weather in the summer. In 2022, the zero-COVID policy was in place in the country until the end of year. Under the policy, cities and towns across the country experienced lockdowns to different degrees. Although the lockdowns hampered retail deliveries in places such as Shanghai for some time, it increased the amo...

Euromonitor International's Ice Cream in China report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Frozen Yoghurt, Impulse Ice Cream, Plant-based Ice Cream, Take-Home Ice Cream, Unpackaged Ice Cream.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

**Why buy this report?**

- \* Get a detailed picture of the Ice Cream market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

## **Table of Contents:**

Ice Cream in China  
Euromonitor International  
June 2023

### List Of Contents And Tables

#### ICE CREAM IN CHINA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Ice cream maintains strong growth and is the best performing snacks category in 2023

Mars starts local production

Oatly leads the plant-based trend through collaborations with foodservice and retailers

##### PROSPECTS AND OPPORTUNITIES

Ice cream set to continue its growth momentum thanks to favourable weather and increasing competitors

Desserts format targeting sharing occasions to be a potential growth area for ice cream

Soft and unpackaged ice cream to be competitors to impulse packaged ice cream as zero-COVID policy lifted

##### CATEGORY DATA

Table 1 Sales of Ice Cream by Category: Volume 2018-2023

Table 2 Sales of Ice Cream by Category: Value 2018-2023

Table 3 Sales of Ice Cream by Category: % Volume Growth 2018-2023

Table 4 Sales of Ice Cream by Category: % Value Growth 2018-2023

Table 5 Sales of Ice Cream by Leading Flavours: Rankings 2018-2023

Table 6 Sales of Impulse Ice Cream by Format: % Value 2018-2023

Table 7 NBO Company Shares of Ice Cream: % Value 2019-2023

Table 8 LBN Brand Shares of Ice Cream: % Value 2020-2023

Table 9 NBO Company Shares of Impulse Ice Cream: % Value 2019-2023

Table 10 LBN Brand Shares of Impulse Ice Cream: % Value 2020-2023

Table 11 NBO Company Shares of Take-home Ice Cream: % Value 2019-2023

Table 12 LBN Brand Shares of Take-home Ice Cream: % Value 2020-2023

Table 13 Distribution of Ice Cream by Format: % Value 2018-2023

Table 14 Forecast Sales of Ice Cream by Category: Volume 2023-2028

Table 15 Forecast Sales of Ice Cream by Category: Value 2023-2028

Table 16 Forecast Sales of Ice Cream by Category: % Volume Growth 2023-2028

Table 17 Forecast Sales of Ice Cream by Category: % Value Growth 2023-2028

#### SNACKS IN CHINA

##### EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for snacks?

##### MARKET DATA

Table 18 Sales of Snacks by Category: Volume 2018-2023

Table 19 Sales of Snacks by Category: Value 2018-2023

Table 20 Sales of Snacks by Category: % Volume Growth 2018-2023

Table 21 Sales of Snacks by Category: % Value Growth 2018-2023

Table 22 NBO Company Shares of Snacks: % Value 2019-2023

Table 23 LBN Brand Shares of Snacks: % Value 2020-2023

Table 24 Penetration of Private Label by Category: % Value 2018-2023

Table 25 Distribution of Snacks by Format: % Value 2018-2023

Table 26 Forecast Sales of Snacks by Category: Volume 2023-2028

Table 27 ~~Forecast~~ Sales of Snacks by Category: Value 2023-2028

Table 28 ~~Forecast~~ Sales of Snacks by Category: % Volume Growth 2023-2028

Table 29 ~~Forecast~~ Sales of Snacks by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

**Ice Cream in China**

Market Direction | 2023-06-22 | 25 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-07
	Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)