

## **Ice Cream in the United Kingdom**

Market Direction | 2023-06-23 | 29 pages | Euromonitor

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### **Report description:**

Dairy ice cream has seen some of the highest price increases within dairy products, pushing local consumers to review their purchases and limit spending on their sweet impulses. In addition to these economic challenges, current HFSS regulation is further impacting demand. The limited in-store presence and future multi-buy volume ban will likely further dampen retail volume sales. Many ice cream brands have traditionally relied on these strategies to drive sales and will continue to see short-ter...

Euromonitor International's Ice Cream in United Kingdom 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 reliable information resources to help drive informed strategic planning.

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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

HFSS impact on retail volume declines, while consumers' budgets tighten

Ongoing popularity of multi-pack format due to portion control and "snackification"

Stronger performance by premium brands and private label due to polarising purchasing behaviour

##### PROSPECTS AND OPPORTUNITIES

Demand for water ice cream set to be driven by non-HFSS product innovation

Alternative ice cream indulgence such as plant-based variations will drive value growth

Convenience retail will boost impulse ice cream sales, while opportunities remain for e-commerce

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