

Ice Cream in India

Market Direction | 2023-10-16 | 26 pages | Euromonitor

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Report description:

2022 was exceptional for ice cream, with year-on-year value growth of 38% compared to 2021. This was because of extreme hot weather combined with pent-up demand. According to IMD (Indian Metrological Department), India had one of the hottest summers in 2022 - recording 203 heatwaves - which is over five times the number of heatwaves recorded the previous year. Weather acted as a catalyst as many brands surpassed pre-pandemic levels in 2022 due to pent-up demand and recovering from losses in 2020...

Euromonitor International's Ice Cream in India 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

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reliable information resources to help drive informed strategic planning.

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ICE CREAM IN INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ice cream displays low double-digit value growth in 2023

Product innovation using local insights to increase consumption occasions

Strengthening partnerships with quick commerce players to drive home consumption of ice cream

PROSPECTS AND OPPORTUNITIES

Entry of different players set to intensify competition within ice cream

Product integration and cobranding efforts will continue to add new layers of growth

Major players will look to leverage multiple touchpoints to test market new launches

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