

Australia Vegan Ice-cream Market Assessment, By Source [Soy Milk, Coconut Milk, Nut Milk, Oat Milk, Rice Milk], By Category [Impulse, Take Home, Artisanal], By Flavor [Classic Flavors, Exotic Flavors, Fruit-Based], By Package Size [Less than 100 ml, 100 to 500 ml, More than 500 ml], By Packaging [Pint-Sized Containers, Ice-cream Sandwiches, Drumsticks, Fudge Bars, Others], By Price Range [Premium, Affordable], By Form [Singles, Blends], By Distribution Channel [Supermarkets, Convenience Stores, Ice-cream Parlors, Restaurants, Online Stores], By Region, Opportunities and Forecast, 2016-2030F

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Report description:

Australia vegan ice cream market size was valued at USD 32.4 million in 2022, and is expected to reach USD 48.6 million in 2030, with a CAGR of 5.2% for the forecast period between 2023 and 2030. The Australia vegan ice cream market has experienced remarkable growth in recent years, driven by rising health and wellness awareness, and consumers gravitating towards plant-based diets and robust demand for vegan alternatives, including ice cream. The trend is reinforced by the ethical considerations underlying cruelty-free options, aligning with consumers' values and concerns for animal welfare. Environmental consciousness further fuels this shift, with individuals seeking products with a reduced ecological footprint, thus boosting the popularity of vegan ice cream for its lower environmental impact compared to traditional dairy-based counterparts. Innovative flavors and ingredients play a pivotal role as manufacturers continue to explore and develop various plant-based

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options, appealing to adventurous palates and capturing consumer interest. The influence of celebrities and influencers championing vegan lifestyles and the growing availability of vegan ice cream across retail and online platforms contribute to its mainstream acceptance. As the food industry embraces this transition, incorporating vegan ice cream into menus, and with government initiatives supporting plant-based alternatives, the Australia vegan ice cream market is poised for sustained growth, riding on the convergence of health-consciousness, sustainability, and evolving consumer preferences.

For example, in June 2022, a collaboration between Israeli FoodTech firm InnovoPro and the Australian plant-centered brand Milkadamia resulted in introducing a dairy-free ice cream crafted from chickpeas. Utilizing InnovoPro's CP-Pro 70 proteins, the chickpea-based ice cream is ecologically mindful and devoid of soy, gluten, and GMO ingredients. The innovative, clean-label recipe was presented to foreign Ambassadors at a recent United Nations event in partnership with The Good Food Institute, showcasing its alignment with sustainable and ethical dietary choices on a global scale.

Increasing Availability of Vegan Ice cream in Supermarkets and Convenience Stores

The Australia vegan ice cream market has experienced a notable surge in availability as major supermarkets and convenience stores respond to the growing demand for plant-based options. In recent years, a substantial shift in consumer preferences toward healthier and more sustainable choices has prompted retailers to diversify their offerings. As a result, an increasing range of vegan ice cream products from various brands has found shelf space in these outlets. The heightened accessibility caters to the expanding vegan and health-conscious customer base and reflects a broader cultural shift towards ethical consumption.

The presence of vegan ice cream in such mainstream retail spaces underscores its normalization and shows a significant development in the country's evolving dietary landscape. For example, 2022 witnessed the entry of Hug Tub Vegan Ice Cream into the Australian market, marking a significant milestone. The brand's launch extended beyond conventional outlets to include prominent supermarkets. The move has broadened the accessibility and reflect the increasing consumer appetite for plant-based frozen treats.

Sustainability Benefits of Vegan Ice Cream

Vegan ice cream offers compelling sustainability benefits in the Australian market. Its plant-based nature significantly reduces the carbon footprint associated with traditional dairy ice cream production, contributing to lower greenhouse gas emissions. With water scarcity concerns prevalent in Australia, vegan ice cream's reduced water usage compared to dairy options aligns with responsible water utilization. Avoiding animal agriculture helps mitigate deforestation, preserving natural habitats and biodiversity. Consumers actively participate in a more sustainable food system by choosing vegan ice cream, promoting environmental conservation and resource efficiency while enjoying a delectable treat. Moreover, sustainable agricultural practices often associated with plant-based ingredients support soil health and ecosystem resilience.

Improved Taste and Texture of Vegan Ice Cream

In the dynamic landscape of the Australian vegan ice cream market, a remarkable stride has been witnessed in enhancing the taste and texture of plant-based frozen treats. Through innovative formulations and advancements in food technology, manufacturers have achieved substantial progress in replicating the rich, creamy texture and indulgent flavors that were once synonymous with dairy-based ice cream. It has revolutionized the vegan ice cream experience, not enticing the vegan demographic but appealing to a broader consumer base. As a result, consumers can now Savor velvety-smooth textures and a diverse array of delectable flavors, fostering greater acceptance, and appreciation for vegan alternatives and contributing to the sector's sustained growth.

For instance, in 2022, Little Moons, the mochi ice cream brand that gained widespread popularity through TikTok and established itself as the UK's rapidly growing ice cream label, has now officially entered the Australian market. Commencing its launch with a trio of their most favored flavors, namely Vegan Belgian Chocolate & Hazelnut and Vegan Tropical Passionfruit and Mango, these options are exclusively accessible for purchase at Woolworths. Additionally, including Honey Roasted Pistachio in the selection is expected to follow suit shortly.

Impact of COVID-19

The pandemic significantly impacted the vegan ice cream market in Australia. A notable shift towards increased at-home consumption occurred as lockdowns and restrictions were implemented. While this benefited the overall ice cream industry, the vegan segment faced unique challenges. Supply chain disruptions halted production and distribution, leading to sporadic product availability. Additionally, the economic uncertainty prompted some consumers to opt for more affordable options, potentially

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impacting premium-priced vegan ice creams. However, the heightened focus on health and wellness and growing environmental consciousness continued to drive interest in plant-based products. As the situation resolved, the Australian vegan ice cream market is expected to rebound, driven by a combination of consumer trends and the gradual stabilization of the market.

Key Player Landscape and Outlook

In the landscape of Australia vegan ice cream market, key players have experienced dynamic shifts due to evolving consumer preferences and the impact of COVID-19. Established brands have expanded their product offerings, introduced innovative flavors, and improved distribution channels to cater to the growing demand for plant-based treats. Smaller local artisanal producers have gained traction by offering unique, handcrafted options. The market's outlook is promising as the trend towards healthier and sustainable choices continues to drive consumer decisions. Online platforms have become vital for reaching a broader audience, and collaborations with retailers and cafes are rising. While competition intensifies, brands prioritizing quality, flavor diversity, and effective marketing strategies will likely thrive in Australia's evolving vegan ice cream sector.

For instance, in September 2022, Streets, under Unilever's umbrella, unveiled a vegan iteration of their classic offering, the Golden Gaytime. This ice cream snack has been a fixture in the country's market since 1959, which transformed to align with the rising consumer demand for plant-based alternatives.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

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