

## **Europe Ice Cream Market Report and Forecast 2024-2032**

Market Report | 2024-05-02 | 140 pages | EMR Inc.

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### **Report description:**

Europe Ice Cream Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the Europe ice cream market size reached approximately USD 19.51 billion in 2023. Aided by the rising popularity of healthy ice cream options and the introduction of innovative flavours, the market is projected to grow at a CAGR of 4.2% between 2024 and 2032, reaching a value of USD 28.20 billion by 2032.

Ice cream is a frozen dessert made primarily from dairy products such as milk and cream, often combined with fruits, flavours, and sweeteners. The mixture is churned and cooled to create a smooth, creamy texture. Ice cream can come in various flavours, including vanilla, chocolate, strawberry, and more exotic varieties like pistachio, salted caramel, or matcha.

The Europe ice cream market is expected to go through significant expansion owing to the cultural significance of ice cream. It goes beyond mere consumption; it is an integral part of social and culinary traditions. In countries like Italy, the art of gelato making is passed down through generations, with each region boasting its own unique flavours and techniques.

Seasonal demand for ice cream is not just about the warmer weather; it is also about the cultural rituals associated with ice cream, such as evening walks with a cone in hand or family outings to the local gelateria. Seasonal promotions and limited-edition flavours, often inspired by local fruits or festive occasions, create a sense of anticipation and novelty, keeping consumers engaged and excited about the next ice cream experience.

The shift towards healthier ice cream options reflects a broader trend in consumer behaviour, where indulgence is balanced with well-being. Consumers in the Europe ice cream market are increasingly looking for products that satisfy their cravings without compromising their health goals. This has led to the development of ice creams with functional ingredients, such as probiotics for gut health or protein for muscle recovery.

Brands are also exploring natural sweeteners like stevia and monk fruit to reduce sugar content without sacrificing taste. The rise of clean-label products, with minimal and transparent ingredients, is another aspect of this trend, appealing to consumers who prioritise natural and wholesome foods.

The increasing emphasis on innovation with flavours and formats drives the Europe ice cream market growth. Exotic and unconventional flavours, such as saffron, rose, or even savoury options like olive oil or cheese, are becoming more common, offering a gourmet experience to adventurous consumers. The popularity of global cuisines has also influenced ice cream flavours,

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with ingredients like matcha, yuzu, and chai being incorporated into frozen treats. In terms of formats, the Europe ice cream market is seeing a rise in artisanal ice cream bars, customisable ice cream experiences, and interactive formats like DIY ice cream kits, which add an element of fun and personalisation to the ice cream experience.

Moreover, the Europe ice cream market expansion is propelled by the rising consumer inclination towards artisanal brands that use traditional methods and high-quality, locally sourced ingredients. The storytelling aspect of premium ice creams, where the brand shares the origin of the ingredients or the inspiration behind the flavours, adds to the allure. Limited edition and collaboration products, such as ice creams created in partnership with renowned chefs or luxury brands, also contribute to the premium appeal. Packaging plays a crucial role in the Europe ice cream market, with sophisticated designs and eco-friendly materials enhancing the perception of quality and exclusivity.

#### Market Segmentation □

The Europe ice cream market can be divided based on flavour, type, product, application, distribution channel, and region.

#### Market Breakup by Flavour

- Chocolate
- Fruit
- Vanilla
- Others

#### Market Breakup by Type

- Impulse Ice Cream
- Take-Home Ice Cream
- Artisanal Ice Cream

#### Market Breakup by Product

- Cup
- Stick
- Cone
- Brick
- Tub
- Others

#### Market Breakup by Application

- Food Service
- Retail

#### Market Breakup by Distribution Channel

- Supermarkets and Hypermarkets
- Convenience Stores
- Ice Cream Parlour
- Online
- Others

#### Market Breakup by Region

- United Kingdom
- Germany
- France
- Italy
- Spain
- Switzerland
- Austria
- Others

#### Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among

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other major developments, of the leading companies operating in the Europe ice cream market. Some of the major players explored in the report by Expert Market Research are as follows:

- Unilever plc
- Nestle S.A.
- General Mills, Inc.
- Froneri International Limited
- BR IP Holder LLC
- DMK GROUP
- Ice Cream Factory
- Sammontana S.p.A.
- Mackie's Ltd
- Others

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\*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

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