

Ice-Cream and Dessert Premixes Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Report description:

The Global Ice-Cream And Dessert Premixes Market was valued at USD 3 billion in 2024 and is projected to expand at a CAGR of 3.2% from 2025 to 2034. This growth is largely attributed to the increasing demand for convenient and innovative food solutions. Premixes simplify the preparation of frozen and baked desserts, offering consistency in taste and quality, thus making them popular for both home and commercial use.

The market is driven by growing consumer interest in premium and artisanal desserts, alongside the global rise of quick-service restaurants and cafes. Factors such as the trend toward healthier indulgences, with premixes catering to dietary preferences like low-fat, sugar-free, and plant-based options, contribute significantly to this expansion. Additionally, rapid urbanization, advancements in food processing technology, and the widespread availability of e-commerce platforms are expected to further boost demand. Manufacturers are increasingly focusing on innovation and regional diversification to capture a larger market share.

By type, ice cream remains the leading segment, generating USD 2.2 billion in 2024. Its dominance is fueled by the rising preference for easy-to-use solutions that deliver high-quality results in both home and professional settings. The popularity of customizable and unique ice cream creations is growing, with premixes offering a consistent base for adding various flavors and ingredients. This segment has seen increased demand for premium and health-conscious options, including organic and plant-based alternatives. The accessibility of ice cream premixes has also been enhanced by the growing presence of online platforms, driving their adoption among a broader audience.

In terms of packaging, cartons hold the largest market share, accounting for 32% in 2024. Their practicality and durability make them a preferred choice for preserving freshness and quality during storage and transportation. Cartons also align with the rising demand for sustainable packaging solutions, as they are often recyclable and made from renewable materials. Their suitability for branding and labeling adds to their appeal to manufacturers aiming to enhance product visibility.

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Offline channels account for 64.8% of the distribution market, maintaining their growth momentum due to the continued preference for in-store purchases. Consumers appreciate the opportunity to browse products physically and benefit from promotions and discounts. Retail outlets such as supermarkets and specialty stores remain crucial for reaching a wide consumer base, particularly in areas with limited online shopping penetration.

The US market led with USD 848.5 million in 2024, driven by increasing demand for convenient, high-quality dessert options. The shift toward customizable and health-conscious premixes and the expansion of retail and e-commerce platforms have significantly supported market growth.

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Table of Contents:

Report Content

Chapter 1□□□Methodology & Scope

1.1□□□Market scope & definitions

1.2□□□Base estimates & calculations

1.3□□□Forecast calculations

1.4□□□Data sources

1.4.1□□□Primary

1.4.2□□□Secondary

1.4.2.1□□□Paid sources

1.4.2.2□□□Public sources

Chapter 2□□□Executive Summary

2.1□□□Industry synopsis, 2021-2034

Chapter 3□□□Industry Insights

3.1□□□Industry ecosystem analysis

3.1.1□□□Factor affecting the value chain

3.1.2□□□Profit margin analysis

3.1.3□□□Disruptions

3.1.4□□□Future outlook

3.1.5□□□Manufacturers

3.1.6□□□Distributors

3.2□□□Supplier landscape

3.3□□□Profit margin analysis

3.4□□□Key news & initiatives

3.5□□□Regulatory landscape

3.6□□□Impact forces

3.6.1□□□Growth drivers

3.6.1.1□□□Growing popularity of premium and artisanal ice cream products

3.6.1.2□□□Rising demand for healthy and functional ice cream products

3.6.1.3□□□Expanding product portfolio of ice cream premixes

3.6.2□□□Industry pitfalls & challenges

3.6.2.1□□□Fluctuating raw material prices

3.6.2.2□□□Competition from other frozen desserts

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- 3.7 Growth potential analysis
- 3.8 Porter's analysis
- 3.9 PESTEL analysis
- Chapter 4 Competitive Landscape, 2024
 - 4.1 Introduction
 - 4.2 Company market share analysis
 - 4.3 Competitive positioning matrix
 - 4.4 Strategic outlook matrix
- Chapter 5 Market Estimates & Forecast, By Type, 2021-2034 (USD Billion) (Kilo Tons)
 - 5.1 Key trends
 - 5.2 Ice cream
 - 5.3 Desserts
- Chapter 6 Market Estimates & Forecast, By Packaging, 2021-2034 (USD Billion) (Kilo Tons)
 - 6.1 Key trends
 - 6.2 Cartons
 - 6.3 Pouches
 - 6.4 Others
- Chapter 7 Market Estimates & Forecast, By Distribution Channel, 2021-2034 (USD Billion) (Kilo Tons)
 - 7.1 Key trends
 - 7.2 Offline
 - 7.2.1 Supermarket
 - 7.2.2 Hypermarket
 - 7.2.3 Specialty store
 - 7.2.4 Others
 - 7.3 Online
 - 7.3.1 E - commerce
 - 7.3.2 Brand website
- Chapter 8 Market Estimates & Forecast, By Region, 2021-2034 (USD Billion) (Kilo Tons)
 - 8.1 Key trends
 - 8.2 North America
 - 8.2.1 U.S.
 - 8.2.2 Canada
 - 8.3 Europe
 - 8.3.1 UK
 - 8.3.2 Germany
 - 8.3.3 France
 - 8.3.4 Italy
 - 8.3.5 Spain
 - 8.3.6 Russia
 - 8.4 Asia Pacific
 - 8.4.1 China
 - 8.4.2 India
 - 8.4.3 Japan
 - 8.4.4 South Korea
 - 8.4.5 Australia
 - 8.5 Latin America
 - 8.5.1 Brazil

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8.5.2☐☐☐ Mexico

8.6☐☐☐ MEA

8.6.1☐☐☐ South Africa

8.6.2☐☐☐ Saudi Arabia

8.6.3☐☐☐ UAE

Chapter 9☐☐☐ Company Profiles

9.1☐☐☐ Ashland Global Holdings

9.2☐☐☐ Cargill

9.3☐☐☐ Chemelco International

9.4☐☐☐ DuPont Nutrition & Biosciences

9.5☐☐☐ Fuerst Day Lawson

9.6☐☐☐ Glanbia Nutritionals

9.7☐☐☐ Gum Technology

9.8☐☐☐ Hindustan Gum

9.9☐☐☐ Ingredion Incorporated

9.10☐☐☐ Kerry Group

9.11☐☐☐ Nexira

9.12☐☐☐ Palsgaard

9.13☐☐☐ Prenexus Health

9.14☐☐☐ Tate & Lyle

9.15☐☐☐ TIC Gums

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