

Ice Cream in the United Kingdom

June 2024

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Ice Cream in the United Kingdom - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Total demand for ice creams drops due to economic and regulatory challenges

The desire for indulgence drives innovation in flavour expansion

"Snackification" trend drives demand for mini formats

PROSPECTS AND OPPORTUNITIES

Retail volume sales set to return to growth, yet environment will remain challenging

HFSS regulation is set to accelerate investment in healthier variants

Extended seasonality creates opportunity for new consumption occasions

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