

BARRY CALLEBAUT



TOP ICE CREAM TRENDS

2024 & beyond

INTRO

We are proud to introduce our comprehensive "**Top Ice Cream Trends for 2024 and beyond**" report, which comprises in-depth research coming from **proprietary consumers surveys, extensive market analysis, and valuable insights from strategic data partners.**

Beyond the conventional examination of flavor innovations, this report delves deep into the dynamic world of ice cream, covering a spectrum of transformations.

As we unravel the layers of these trends, we invite you to join us on a journey of discovery, exploring how the ice cream landscape is shifting in response to changing consumer expectations and emerging technologies.



TOP ICE CREAM TRENDS

2024 & beyond

The ice cream market is an important and dynamic market, expected to be worth over

€84 BILLION

in global retail sales by the end of 2024, with volume growth of **5.7% CAGR** over the next 3 years to 2027.¹

PLANT-BASED

even if still a niche segment, will undergo an **exponential growth of 12.3% CAGR until 2027.**¹

INNOVATION

has a key role to play in the **growth projection**, as consumer attitudes demand a new approach and engaging experiences.

TAKE HOME AND IMPULSE ICE CREAM

in 2024 are expected to account for almost equal value at

\$43 BILLION

each, with a consistent **4.4% CAGR** over the next 3 years.¹

INTENSE indulgence

Consumers look for Intense indulgence when they want to enjoy life to the fullest. They want over-the-top and immersive experiences.

“ Ice Cream that is a **real feast** for the eyes and for the taste buds.”



INTENSE INDULGENCE

is key to ice cream consumers

Ice cream and gelato are often associated with moments of **deep indulgence and pleasure**, offering comfort, a sense of escape, and a rich multisensory experience. However, it's evident that consumers are now seeking more than just traditional enjoyment. They are actively searching for novel flavors, innovative offerings, and collaborative ventures between well-established and trusted brands.

INTENSE
indulgence

COMFORTING CLASSICS

73%

of global consumers who like traditional/nostalgic flavors say that they are appealed by those because they offer moments of comfort and escapism²

THE POWER OF BRAND COLLABORATION

2 out of 5

consumers globally agree that "I want to taste/try out new products, but only if I am familiar with the brand"³

UNIQUE AND EXCITING FLAVORS

67%

of Global Consumers prefer ice cream that have multiple flavors¹

75%

of global consumers want to try new and exciting ice cream product experiences¹

MULTIPLE TEXTURES

66%

of global consumers prefer ice cream that has multiple textures¹

Creamy, crunchy and chunky are the leading textures claims⁴

CELEBRATION & SEASONAL

52%

of global consumers actively seek out seasonal ice cream¹

COMFORTING CLASSICS

Despite the growing need for novelty, consumers continue to enjoy traditional ice cream flavors. With consumers continuing to be challenged by financial hardships, ice cream makers are launching products that focus on fun and reassurance, celebrating classic flavors and tapping into nostalgia to excite and comfort consumers.

Source:

1) FMCG-Gurus-Dairy, Top 10 Trends in Dairy, February 2023

2) Innova, Annual review of the year 2022 Desserts and Ice cream

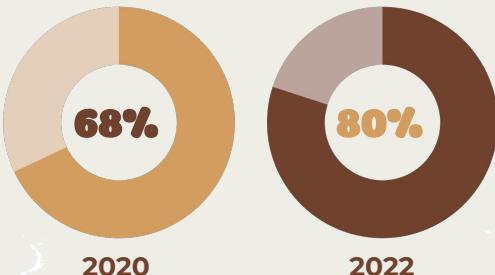


8 OUT OF 10

global consumers say they like traditional/nostalgic flavors and when asked why, 75% of them say that these flavors reminded them of simpler times.¹

How appealing are traditional/nostalgic flavors?

By traditional flavors we mean flavors that remind you of the past.¹



COMFORT

is the #1 driver for consumers, who look for reassurance in troubled times.



TOP FLAVORS

MILK CHOCOLATE 44%

Vanilla 14%

Caramel 6%

Global, % share in 2022²

STRAWBERRY +13%

fastest growth

CAGR, 2018-2022²



COMFORTING CLASSICS

Market Examples

**Stuffed Puffs S'mores,
Blue Bunny**
Graham flavored marshmallow
frozen dairy dessert with
graham cracker and fudge swirls
and chocolate flavored chips
U.S.A.



**Family Mart Chocolate
And Vanilla Ice Cream
Bar**

Made with fresh cream and
concentrated milk from
Hokkaido, coated with
crispy chocolate.
Japan



Jammed, Kroger
Peanut Butter & Jelly
U.S.A.



Gelatissimo
An award-winning traditional
Italian classic made with Nocciola
Gentile hazelnuts.
Italy



Get a way
Butterscotch ice cream.
India



**B And R Industria
E Comercio De
Alimentos**

Homemade dulce de leche
flavored ice cream.
Brazil



Mucci

Strawberry flavored and vanilla
flavored ice cream, decorated
with strawberry sauce and pieces
of white chocolate.
France



**Mondelez - Alfajor
Helado Shot**

Alfajor format, Choco &
Peanuts.
Argentina



Rochinha

Salted Caramel, Choco &
Cond. Milk, Banana & Dulce
de Leche.
Brazil



My Mochi

Pillowy & Creamy Cereal and
Milk Mochi Ice Cream
U.S.A.



THE POWER OF COLLABORATION

Despite the appeal of classic flavors, consumers are still keen on trying new products, with the **brand playing a pivotal role**. Collaborations between brands can prove advantageous, as consumers tend to resonate with established brands, thereby piquing their interest in trying out innovative offerings.

Source:

1) Ice Cream and Frozen Novelties - US - 2023

2) Brand loyalty: What it is and how to build it.

A customer who's had a positive experience is:

5.1x

more likely to recommend a brand²

4.3x

more likely to trust a brand²

3.5x

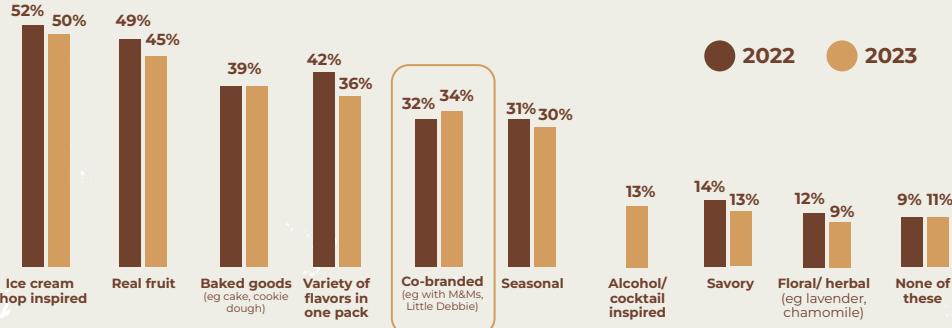
more likely to purchase again a brand²



INTENSE indulgence

CO-BRANDING
with cherished indulgent brands can help ice cream convey a more profound treat appeal

Which of the following flavors would motivate you to buy more frozen treats from a retail store (eg grocery, convenience store)?
Please select all that apply.¹



THE POWER OF COLLABORATION

Market Examples



**Tony's Chocolonely
and Ben & Jerry's**
U.S.A.



**Gelato Messina
and Tim Tam**
Chocolate biscuit
Australia



LiQ Baileys
Ice Pralines Liquor Infused
Ice Cream is described as
premium ice cream bites that
have been infused with Baileys
and enrobed in Belgian milk
Chocolate. Denmark



Otti Sorvetes
teamed up with **MasterChef** to
create a line of popsicles with
cake to celebrate the 10th
season of the reality show.
Brazil



Coors and Tipsy Scoop
A collaboration between
Coors Seltzer's orange
cream and the ice cream
maker Tipsy Scoop.
U.S.A.



Dr Bombay
The singer and music producer
Snoop Dogg launched a retail
ice cream brand with 8
indulging
and multisensorial flavors.
U.S.A.



Nick's and Minecraft
Both brands developed 4 flavors
with low calories, sugars and fats.
Peanöt butter cups, nuggets of
emerald peppermint chips and
apple pie!
Sweden



The famous singer and pop
star **Cher**, launched her own
gelato brand called
Cherlato.
U.S.A.



Sara Lee & Bailey's
Baileys Ice Cream is a velvety
ice cream enriched with the
Baileys Irish Cream flavor
combined with a
decadent ripple.
Australia



Jeni's ice cream and the
singer **Olivia Rodrigo**
launched a gelato scoop of
brambleberry crisp, wildberry
lavender on a purple
buttercrisp cone.
U.S.A.



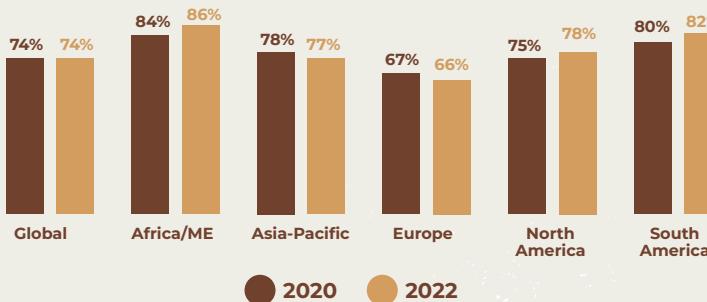
UNIQUE AND EXCITING FLAVORS

Ice cream lovers are among the most experimental consumers. They might have their solid and timeless taste preferences but they are willing to **explore new and exciting flavors**. Simultaneously, during difficult and uncertain times consumers look for moments of relief, entertainment and escapism.

Sources:

1) Innova, Top 10 Trends 2023 Revenge Spending (2023) 2) Barry Callebaut proprietary study, fielded online using Qualtrics in August 2023, in Belgium, Brazil, Canada, Chile, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Poland, Spain, Sweden, Switzerland, Turkey, the UK, the US. N= 7697. 3) Innova, Emerging Flavors in Sweet Packaged Foods (2023)

The proportion of consumers who say that they like products with new and unusual/ exotic flavors, 2022.



FMCG Gurus - Top Ten Trend for 2023 (2023)



UNIQUE AND EXCITING FLAVORS

Market Examples

INTENSE
indulgence

Dondurma

The traditional Turkish ice cream, is thick and stretchy, made from milk, sugar and salep.
Turkey

**Van Leeuwen**

Hidden Valley Ranch flavor, featuring buttermilk, herbs and a touch of sweetness.
U.S.A.

**Zillion's Gelateria**

Fig sorbet.
Greece

**Little Damage**

Beet and Almond-Charcoal Swirl soft ice cream.
U.S.A.

**Morinaga**

Sweet potato ice bar with crunchy coating and sweet potato bean paste.
Japan

**Unilever Ben & Jerry's**

Creamy lemon flavored ice cream with honey caramel swirls and lemon flavored cookies.
Sweden

**Premier Is Mejerigaarden**

vanilla ice cream with chocolate pieces and pineapple ice cream in crunchy waffle cones topped with cocoa and caramelized almonds.
Denmark

**Yili**

Yili Panai Ice Cream Bar with Red Bean Flavor China.
China

**Kulfi**

A frozen traditional dessert from India, with denser and very creamy texture. You can find it in various flavors like rose, mango, cardamom, pistachio.
U.S.A.



MULTIPLE TEXTURES

When it comes to ice cream new product development, indulgence remains key.

Consumers are looking for **hyper indulgence in their ice cream treats**, whether it is through more chocolate inclusions or different swirls of flavor.

Multi-sensorial experiences are key to keep consumers come back for more.

Sources:

1) Barry Callebaut proprietary study, fielded online using Qualtrics in August 2023, in Belgium, Brazil, Canada, Chile, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Poland, Spain, Sweden, Switzerland, Turkey, the UK, the US. N= 7697 / 2) Innova database, 2023



2 OUT OF 3

global consumers prefer ice cream that have **multiple textures**¹



53%

of global consumers prefer ice cream that have **multiple colors and are visually interesting**.¹



CRUNCHY

has globally been the top texture claim in ice cream launches for the past 4 years (2019-2022)²

MULTIPLE TEXTURES

Market Examples

INTENSE
indulgence

Davinci Gelateria

Soft ice cream cone in a cup with decorations, wafers and cookies.
Greece



Compliments

Chocolate stroopwafel ice cream sandwiches.
Canada



Ledo

Cheesecake ice cream stick.
Croatia



Haagen-Dazs

Cinnamon-flavored Spanish churro pieces mingled with dulce de leche ice cream.
Spain



MUJI's

Roasted sweet potato ice cream with a hint of honey aroma.
Taiwan



Double Rainbow

Chipotle Chocolate Chip Ice Cream featuring chocolate ice cream, fudge chips and chipotle hot sauce made with chipotle peppers, toasted Mexican spices and a touch of Vinegar.
U.S.A.



Rocambolesc

Chocolate gelato with cacao nibs, popping candy, chocolate biscuits, and chocolate topping.
Spain



Choc Rocks

Fried Noodle Flavored Ice Cream Cone topped with Indomie Fried Noodle with a creamy, sweet and savory taste.
Indonesia



Mr. Paleta

Vanilla & Biscuits.
Peru

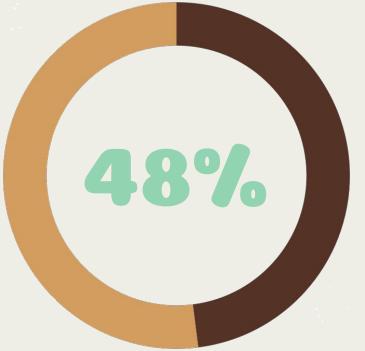


CELEBRATION & SEASONAL

An increasing number of brands are incorporating seasonal, limited-edition, and celebratory offerings into their product lineups. Evidently, consumers are actively searching for opportunities to celebrate beyond the usual annual traditional festivities. They are in pursuit of moments that bring joy, exclusivity, and the opportunity to share with others.

Sources:

1) Barry Callebaut proprietary study, fielded online using Qualtrics in August 2023, in Belgium, Brazil, Canada, Chile, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Poland, Spain, Sweden, Switzerland, Turkey, the UK, the US. N= 7697.



48%

of global consumers like to share their new and exciting ice cream product experiences on social media¹



51%

of global consumers prefer exclusive or limited editions ice cream¹



INTENSE
indulgence

58%

of global consumers would like to have more tailor-made or personalized ice cream¹

CELEBRATION & SEASONAL

Market Examples

INTENSE
indulgence

Gusto 17 gelateria

Christmas tree ice cream stick.
Italy



Mayfield

Birthday cake flavor.
Buttercream freckles and a
blue swirl mixed with a sugar
cookie ice cream.
U.S.A.



Hackney gelato

Limited edition Gelato
Mince Pie.
U.K.



Game Ball & Football Field Ice Cream Cake

Carvel.
U.S.A.



Van Leeuwen's

New Keith Haring flavor is a
blend of blue raspberry, yellow
passion fruit and strawberry
jam, limited edition for
pride month.
U.S.A.



Treat or Treat™

Cold Stone,
Creation features
Boo Batter™ Ice
Cream mixed with
trick-or-treat
favorites KIT KAT®,
Halloween OREO®
Cookies, and
M&M'S®.
U.S.A.



Udders

Bandung
Raspberry Ripple
limited edition
flavour ice cream
for Singapore's
national day.
Singapore



Dia de Muertos

Artisanal Ice Cream.
Mexico



Ice cream birthday cake



MINDFUL *indulgence*

Consumers want to indulge without compromising their (physical and mental) well-being, the health of others or the planet.

“Ice Cream that is not only tasty, but also **good for me and good for the planet.”**





MINDFUL INDULGENCE

is emerging and has potential to grow

Health and sustainability goals will continue to stem consumers engagement in the frozen aisle. Frozen treats are usually associated with indulgence, but more and more consumers are looking for solutions that do not compromise on flavor but that are still good for them and for the planet. Companies must provide options that cater to consumer needs across the health spectrum and claim transparently any sustainability effort they are undertaking.



SUGAR REDUCTION

No added sugar claim in retail new product launches has grown globally at a

27%

CAGR in selected desserts and ice cream (2018-2022)²



PLANT BASED

The plant-based claim is the fastest growing claim with an annual growth rate of

+31%.

Plant based and new flavors are crucial for brands to successfully expand their market share.³

CLEAN AND TRANSPARENT LABELS

54% of global consumers avoid ice cream that contains e-numbers or artificial flavors/colors.¹

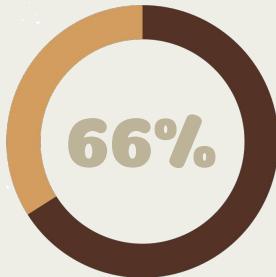


SUSTAINABILITY

56% of global consumers agree that they are actively seeking sustainably produced ice cream products.¹

SUGAR REDUCTION

Consumers primarily focus on the nutritional label to gauge the amount of sugar in the products they buy, reflecting a rising trend among ice cream consumers who are increasingly opting for healthier choices. Sugar stands out as one of the top ingredient that consumers are actively trying to cut back on.



of global consumers are interested in **ice cream** products **where the bad or unhealthy ingredients** (e.g. sugar) are reduced or **completely removed**.¹

MINDFUL
indulgence

LOW/NO/REDUCED SUGAR
is the **top 3rd claim** that most influences consumers' purchasing decision when buying desserts & ice cream²

NO ADDED SUGAR
is the **leading sugar-related claim** with 55.3% of new food and beverage launches vs food and beverage launches with a sugar-related claim (2022)³



Sources: 1) Barry Callebaut proprietary study, fielded online using Qualtrics in August 2023, in Belgium, Brazil, Canada, Chile, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Poland, Spain, Sweden, Switzerland, Turkey, the UK, the US. N= 7697. 2) Innova Database, 2022 3)Innova Ingredients Insider: Sweetener Evolution for Sugar Reduction - Global - May 2023

SUGAR REDUCTION

Market Examples



Lowko
Salted Caramel stick,
Low calorie with Zero
added sugar and
artificial sweeteners.
Brazil



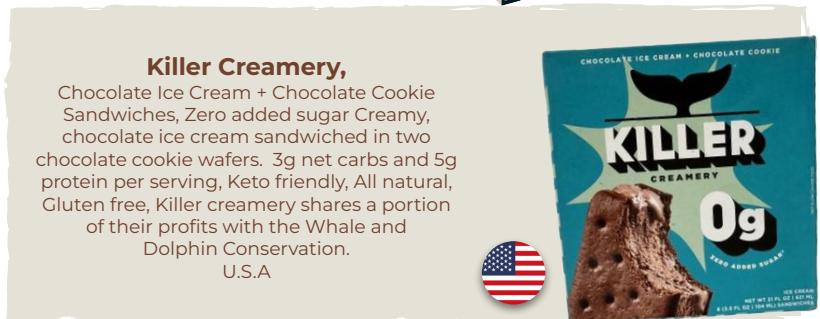
Skinny cow
Delicious vanilla low fat ice
cream with indulgent chocolate
syrup and crushed peanuts that
has no sugar added.
Australia



Sammontana, Levia
Lemon flavour water-ice, with
sweeteners, gluten free.
Italy



Alore gelato
Serendipia
100% handmade
- No flavorings,
colorings, added sugar
Peru



Killer Creamery,
Chocolate Ice Cream + Chocolate Cookie
Sandwiches, Zero added sugar Creamy,
chocolate ice cream sandwiched in two
chocolate cookie wafers. 3g net carbs and 5g
protein per serving, Keto friendly, All natural,
Gluten free, Killer creamery shares a portion
of their profits with the Whale and
Dolphin Conservation.
U.S.A



Enlightened
Reduced Sugar Ice cream.
U.S.A.



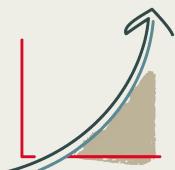
Get A Way
Sicilian Pistachio
Guilt-free Ice
cream with no
added sugar.
India

PLANT BASED

Plant-based frozen treats continue to play second fiddle to the dominate dairy-based options and appear more as a choice for occasional flavor exploration rather than as a solution for a dietary limitation, such as an intolerance or allergy. Nevertheless, brands should have a plant-based, vegan, dairy-free option into their portfolio since it is a growing product category that is projected to reach a double digit growth in the next years.



Plant-based is the 2nd **fastest growing** positioning within selected desserts and ice cream at +31% (2018-2022)¹



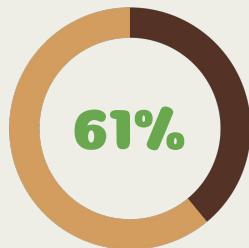
Plant-based ice cream is projected to reach globally

2,3 ↑12.3%
BILLION CAGR
Retail sales by 2027²

Source: 1)Innova database, (Global, CAGR 2018-2022) 2)Euromonitor, 2023 3)Barry Callebaut proprietary study, fielded online using Qualtrics in August 2023, in Belgium, Brazil, Canada, Chile, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Poland, Spain, Sweden, Switzerland, Turkey, the UK, the US. N= 7697.



MINDFUL indulgence



of global consumers claim that **vegan or plant-based products** is something they seek out to purchase³



PLANT BASED

Market Examples



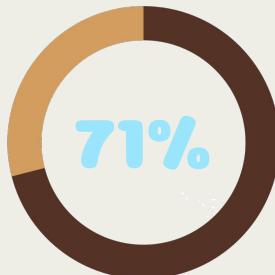
CLEAN AND TRANSPARENT LABELS

The growing emphasis on clean labels has led to a rise in the number of products with claims such as free from artificial flavors and colors, sugar free, gluten-free and non-GMO. Better for you claims are the most **influencing factors** for consumers while purchasing desserts and ice cream products.

Sources: 1) Barry Callebaut proprietary study, fielded online using Qualtrics in August 2023, in Belgium, Brazil, Canada, Chile, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Poland, Spain, Sweden, Switzerland, Turkey, the UK, the US. N= 7697. 2)Innova Database; Innova Category Survey 2023 (average of 35 countries)

Which claims most influence your purchasing decision when buying desserts & ice cream²
(select up to 5)

- 1. MADE WITH REAL INGREDIENTS\ NATURAL
- 2. PRODUCT SAFETY
- 3. LOW\ NO\ REDUCED SUGAR
- 4. NO ARTIFICIAL FLAVORS OR COLORS
- 5. PREMIUM QUALITY



of global ice cream consumers believe that **products with clean labels** (containing familiar, simple ingredients that are easy to recognize, understand and pronounce) **are more trustworthy.**¹



CLEAN AND TRANSPARENT LABELS

Market Examples



Gelatys

100% handcrafted gelato with natural ingredients
 - With a perfectly creamy consistency and delayed melting technique
 - No added artificial flavors

U.S.A



ZERO-E gelato

Gelato shop with zero preservatives, clean label.
 Italy



Zocal

All Natural Mint Chip Lite Ice Cream.

U.S.A



Metropolitan Market

Fresh cream from a local dairy and the highest quality ingredients churned together in small 10-gallon batches to make an old-fashioned ice cream
 - No pre-made ice cream mixes, high fructose corn syrup, artificial flavors, sweeteners, colors
 - Made with dark chocolate ice cream, with peanut butter and crunchy Virginia peanuts.

U.S.A



Elatto Artisanal Ice Cream

100% free from chemicals.
 Australia



Full Natural

Mango sorbet
 100% natural ingredients.
 Hungary



Chloe's

Plant based
 - No dairy, stabilizers or gluten. With each bite, there is real fruit and a creamy texture with nothing artificial -

Recyclable and compostable pack

USA



Nic Honestly Crafted Ice Creams

Madagascar Chocolate,
 100% vegetarian. No added preservatives or colors.

India



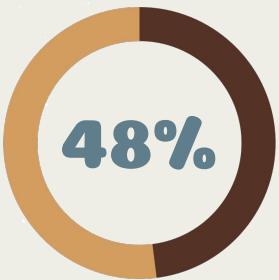


SUSTAINABILITY

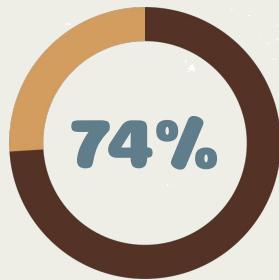
The ice cream industry has witnessed a surge in product launches emphasizing **sustainability in terms of habitats and resources**, as well as ethical considerations related to human welfare. A significant portion of this trend is associated with certifications like PEFC (Programme for the Endorsement of Forest Certification) and sustainable packaging.

Sources:

1) FMCG Gurus Top 10 Ten Trends 2023 (2023) 2) FMCG Gurus Packaging Sustainability Trends in 2022 and Beyond (2022) 3) 1) Barry Callebaut proprietary study, fielded online using Qualtrics in August 2023, in Belgium, Brazil, Canada, Chile, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Poland, Spain, Sweden, Switzerland, Turkey, the UK, the US. N= 7697.



of global consumers have made **changes to their diets** in the last 2 years (2021-2022) in order to lead a **more sustainable lifestyle**.¹



of global consumers are **highly concerned about the state of the environment** and 65% overall globally believe that the damage done to it is irreversible.²



Younger generations are especially seeking **sustainably sourced ice cream** products³

OLDER GENERATIONS

52%



YOUNGER GENERATIONS

59%



SUSTAINABILITY

Market Examples



White Moustache Probiotic Pops is using luscious fresh fruit and are full of calcium, probiotics and vitamins which is good for the people and the environment.
USA



Organic Grass-Fed Dairy

All the good things is using milk from 100% grass-fed cows raised with regenerative organic principles, that minimize the GHG emission with 26% lower compared to conventional dairy ice cream.
USA



Mackie's
Every tub of ice cream they produce is made with renewable energy; wind energy, to be exact
UK



Solero Unilever,
Organic peach sorbet sticks in a packaging with no wrappers and less plastic.
UK



Elatto artisanal ice cream is made with fully recyclable tub and all the ingredients used are sustainable sourced with regenerative products.
Australia



Gelateria Wally, Cacaofruit
Gelato made with whole pulp from the cacaofruit with the Rogelfrut pulp REPHRASE)
Italy



Consumers looking for healthy indulgences actively and intentionally make choices that have a positive impact on their health.

“Ice Cream fortified and functional, a food for **health.”**

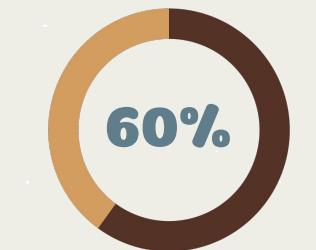


HEALTHY INDULGENCE

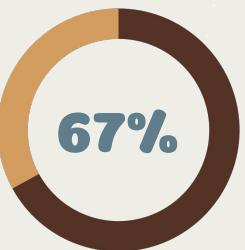
is all about functional foods



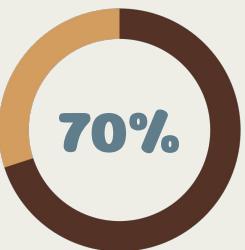
Consumers are increasingly becoming health-conscious and have been taking a more holistic approach to their wellbeing since the global pandemic. Functional, better-for-you foods that do not compromise on flavour quality are therefore expected to perform well in the coming years. Ice cream fans are interested in better-for-you formulations, but taste quality cannot be sacrificed: high protein, rich in vitamins, probiotics, free-from are some of the characteristics that are most appealing to consumers.



of global consumers claim that they **take supplements to support their health**, but would rather have a health-boosting ice cream¹



of global consumer would love to have a **health boosting ice cream** (e.g. with macro/micronutrients)¹



of global consumers would like to have ice cream that **supports their immunity**¹

HEALTHY INDULGENCE

Market Examples

HEALTHY
indulgence

Cremo, Pilot

Yoghurt Ice Cream with Probiotic in 2 flavour, Strawberry and Blueberry. Both has received the Healthier Choice logo from the government as it is low in sugar, fat and sodium.

Thailand



Thrive

High protein, high fibers, with vitamins and minerals ice cream.

U.S.A



Proyo

High protein ice cream with salted caramel crunch flavour.

U.S.A



Fit-Lato

Australia's FIRST gelato with one billion probiotics micro-shielded per tub. Low in calorie.

Australia



Proasis, Healthy and Functional Ice Creams

5 different flavors with protein and probiotics. 50% less caloric and low sugar.

Spain



Yakult's pop-up store

Offering a range of ice creams, soft serves, and shakes made with the Japanese sweetened probiotic milk containing Lactobacillus Casei strain Shirota. Collaborating with Imada Kitchen, Yakult introduced Yakult Parfait and Ice d Yakult for short period of time.

Japan



BARRY CALLEBAUT



THANK YOU!
TOP ICE CREAM
TRENDS

2024 & beyond