Passport

Ice Cream in India

Euromonitor International

August 2022

LIST OF CONTENTS AND TABLES

ICE CREAM IN INDIA

KEY DATA FINDINGS

- Retail value sales rise by 22% in current terms in 2022 to INR122 billion
- Take-home ice cream is the best performing category in 2022, with retail value sales increasing by 23% in current terms to INR43.1 billion
- Gujarat Co-operative Milk Marketing Federation Ltd is the leading player in 2022, with a retail value share of 16%
- Retail sales are set to rise at a current value CAGR of 19% (2022 constant value CAGR of 14%) over the forecast period to INR297 billion

2022 DEVELOPMENTS

Ice cream in India on the road to recovery due to hot summer

Ice cream is expected to see significant retail volume and current value increases in India in 2022, after being particularly hard-hit during the pandemic in 2020, and seeing only slow recovery in 2021. The primary reason for the expectation of growth in sales of ice cream in 2022 is the heatwaves which swept the country during the summer months, when consumers resorted to ice cream for relief from the high temperatures. According to the Indian Meteorological Department (IMD), the average monthly temperature in the month of March 2022 was 33.1°C, which was the highest in the last 122 years. Alongside this, pandemic restrictions have virtually been eliminated, and people have returned to leaving their homes, with the situation almost back to the pre-COVID-19 level in terms of mobility. This has in turn led to the revival of out-of-home consumption of ice cream and growth in foodservice volumes. Although foodservice volumes are not expected to reach the pre-pandemic level of sales until 2023, the recovery in 2022 is set to continue to be significant. Growth would have been stronger, but due to supply shortages, the foodservice growth of ice cream has seen a significant slowdown.

Amul retains its lead in ice cream

Gujarat Co-operative Milk Marketing Federation is expected to maintain its lead in ice cream in value terms in 2022, thanks to its brand Amul, which is riding on the back of its strong distribution network and strong financial capability, which is helping it to navigate tough times. The company continues to innovate and introduce products catering to health-conscious consumers. It experiments with Indian flavours and ingredients when introducing new products. It introduced a variant called Isabcool, which has the ingredient isabgol, which aids with digestion. To keep up with the increasing demand for ice cream, the company plans to double its production capacity in the next two years. It currently manufactures ice cream at 17 plants in India, and plans to add nine new locations in the next year. The company is also planning to set up its first cone-making plant in Surat, Gujarat. It is also benefiting from its growing franchisee business.

Healthy products continue to see growth in 2022, due to permissible indulgence

The pandemic has led consumers to become more health-conscious, and this is reflecting in their food choices. The demand for healthier ice cream variants is on the rise. Products which have claims or positioning such as natural, free from artificial additives, reduced or no sugar are increasingly gaining popularity. In recent years, the proliferation of small manufacturers and artisanal players has been seen in the Indian market. An example of such players is Habbit Health and Nutrition, which claims that its products have less than 40 calories in each serving, contain no sugar, and are keto- and diabetic-friendly. Other examples are Minus 30, which makes vegan and sugar-free ice cream, and Noto, which claims to contain twice the protein and less sugar than most other ice cream. Other such brands that have emerged in the market include Good Fettle, Get-A-Whey, Bono, Baked Darzee, Bliss Please, Peko Peko and Nomou. These brands are not yet pan-India, but are gaining popularity, especially in urban areas. These manufacturers are catering to the increasing consumer demand for permissible indulgence, which is gaining popularity amongst increasingly health-conscious Indian consumers.

PROSPECTS AND OPPORTUNITIES

Health positioning to gain popularity, but high unit prices remain A challenge

People in India, especially those in urban areas, are becoming increasingly conscious about what they consume. As a result, manufacturers are tapping into this consumer need by introducing products with health claims, such as low calorie, reduced/no sugar, no artificial preservatives, etc. There is a proliferation of small brands operating in this space which have many health claims. However, the unit prices of such products are almost twice those of regular variants, or even higher. This hampers sales of these products at a mass level, as for the majority of Indian consumers the price point plays a greater role in their purchasing decision than health claims. There is therefore a massive opportunity for established players to introduce products with health claims which are cost-effective to tap into a larger consumer base. At the moment, healthy ice cream is still a niche and an urban phenomenon, but it has potential for growth in the forecast period, as consumers look for permissible indulgence, but also products which are at the same time cost-effective.

E-commerce to gain prominence, riding on the back of quick commerce

The pandemic led consumers to shop online during the testing times in 2020. As a source of comfort, some turned to confectionery and ice cream for mood management, as these act as comfort foods. Due to limited mobility and the closure of out-of-home channels, consumers started to order ice cream online, thus increasing sales of ice cream via e-commerce. This habit has remained, due to the convenience of this distribution channel and the wide variety of products available. The growth of e-commerce is primarily being driven by quick commerce, mainly due to the perishable nature of this product. There is huge potential, as the per capita consumption of ice cream is low compared with other countries. Quick commerce opens up the opportunity to push the at-home consumption of ice cream and compete with desserts. Established brands in India have partnered with quick commerce service providers such as Swiggy, Zomato, BigBasket, Dunzo and Blinkit. While out-of-home consumption has seen an uptick due to the increase in mobility as restrictions ease, quick commerce provides an avenue for manufacturers to also increase at-home consumption.

CATEGORY DATA

Table 1 Sales of Ice Cream by Category: Volume 2017-2022 million litres

	2017	2018	2019	2020	2021	2022
Plant-based Ice Cream	-	-	-	-	-	-
Ice Cream	566.0	640.3	721.9	394.4	416.3	483.1
Frozen Yoghurt	-	-	-	-	-	-
Impulse Ice Cream	347.3	396.0	450.2	259.0	273.2	317.1
- Single Portion Dairy Ice Cream	293.1	336.1	384.1	225.4	238.4	276.8
- Single Portion Water Ice Cream	54.2	60.0	66.1	33.6	34.8	40.3
Unpackaged Ice Cream	-	-	-	-	-	-
Take-Home Ice Cream	218.6	244.3	271.7	135.4	143.1	166.0
- Take-Home Dairy Ice Cream	218.6	244.3	271.7	135.4	143.1	166.0
-- Bulk Dairy Ice Cream	217.5	243.0	270.3	134.6	142.3	165.1
-- Ice Cream Desserts	1.2	1.3	1.4	0.8	0.8	0.9
-- Multi-Pack Dairy Ice Cream	-	-	-	-	-	-
- Take-Home Water Ice Cream	-	-	-	-	-	-
-- Bulk Water Ice Cream	-	-	-	-	-	-
-- Multi-Pack Water Ice Cream	-	-	-	-	-	-

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 2 Sales of Ice Cream by Category: Value 2017-2022

INR million

	2017	2018	2019	2020	2021	2022
Plant-based Ice Cream	-	-	-	-	-	-
Ice Cream	117,801.7	138,685.0	162,522.1	92,040.6	100,234.4	122,484.3
Frozen Yoghurt	-	-	-	-	-	-
Impulse Ice Cream	73,985.0	87,024.6	101,861.7	60,433.3	65,344.5	79,417.4
- Single Portion Dairy Ice Cream	66,035.4	77,679.0	90,907.8	54,544.7	58,908.2	71,479.2
- Single Portion Water Ice Cream	7,949.6	9,345.5	10,953.9	5,888.7	6,436.3	7,938.1
Unpackaged Ice Cream	-	-	-	-	-	-
Take-Home Ice Cream	43,816.7	51,660.4	60,660.4	31,607.3	34,889.8	43,066.9
- Take-Home Dairy Ice Cream	43,816.7	51,660.4	60,660.4	31,607.3	34,889.8	43,066.9
-- Bulk Dairy Ice Cream	43,356.4	51,117.2	60,021.8	31,211.3	34,476.9	42,544.5
-- Ice Cream Desserts	460.3	543.2	638.6	395.9	412.9	522.4
-- Multi-Pack Dairy Ice Cream	-	-	-	-	-	-
- Take-Home Water Ice Cream	-	-	-	-	-	-
-- Bulk Water Ice Cream	-	-	-	-	-	-
-- Multi-Pack Water Ice Cream	-	-	-	-	-	-

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 3 Sales of Ice Cream by Category: % Volume Growth 2017-2022

% volume growth

	2021/22	2017-22 CAGR	2017/22 Total
Plant-based Ice Cream	-	-	-
Ice Cream	16.1	-3.1	-14.6
Frozen Yoghurt	-	-	-
Impulse Ice Cream	16.1	-1.8	-8.7
- Single Portion Dairy Ice Cream	16.1	-1.1	-5.6
- Single Portion Water Ice Cream	15.9	-5.7	-25.6
Unpackaged Ice Cream	-	-	-
Take-Home Ice Cream	16.0	-5.4	-24.1
- Take-Home Dairy Ice Cream	16.0	-5.4	-24.1
-- Bulk Dairy Ice Cream	16.0	-5.4	-24.1
-- Ice Cream Desserts	18.0	-4.7	-21.3
-- Multi-Pack Dairy Ice Cream	-	-	-
- Take-Home Water Ice Cream	-	-	-
-- Bulk Water Ice Cream	-	-	-
-- Multi-Pack Water Ice Cream	-	-	-

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 4 Sales of Ice Cream by Category: % Value Growth 2017-2022

% current value growth

	2021/22	2017-22 CAGR	2017/22 Total
Plant-based Ice Cream	-	-	-
Ice Cream	22.2	0.8	4.0
Frozen Yoghurt	-	-	-
Impulse Ice Cream	21.5	1.4	7.3
- Single Portion Dairy Ice Cream	21.3	1.6	8.2
- Single Portion Water Ice Cream	23.3	0.0	-0.1
Unpackaged Ice Cream	-	-	-
Take-Home Ice Cream	23.4	-0.3	-1.7
- Take-Home Dairy Ice Cream	23.4	-0.3	-1.7
-- Bulk Dairy Ice Cream	23.4	-0.4	-1.9
-- Ice Cream Desserts	26.5	2.6	13.5
-- Multi-Pack Dairy Ice Cream	-	-	-
- Take-Home Water Ice Cream	-	-	-
-- Bulk Water Ice Cream	-	-	-
-- Multi-Pack Water Ice Cream	-	-	-

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 5 Sales of Ice Cream by Leading Flavours: Rankings 2017-2022

ranking

	2017	2018	2019	2020	2021	2022
Vanilla	1	1	1	1	1	1
Chocolate	2	2	2	2	2	2
Strawberry	3	3	3	3	3	3
Butterscotch	4	4	4	4	4	4
Mango	5	5	5	5	5	5

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 6 Sales of Impulse Ice Cream by Format: % Value 2017-2022

% retail value rsp

	2017	2018	2019	2020	2021	2022
Cones	28.2	28.4	28.4	28.3	28.3	28.2
Sticks	39.6	39.7	39.7	39.6	39.7	39.8
Others	32.2	31.9	32.0	32.1	32.0	32.0
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 7 NBO Company Shares of Ice Cream: % Value 2018-2022

% retail value rsp

Company	2018	2019	2020	2021	2022
Gujarat Co-operative Milk Marketing Federation Ltd	17.9	17.7	14.9	15.3	16.3
Hindustan Unilever Ltd	9.4	9.1	10.2	10.3	11.0
Devyani Food Industries Pvt Ltd	5.2	4.6	5.9	5.9	6.1
Hatsun Agro Products Ltd	5.4	5.5	5.4	5.4	5.8
Vadilal Industries Ltd	4.9	4.6	4.0	4.0	4.7
Mother Dairy Fruit & Vegetable Pvt Ltd	5.1	5.0	4.2	4.3	4.5
Havmor Foods Pvt Ltd	3.8	4.0	4.0	4.0	4.3
Dairy Classic Ice Creams Pvt Ltd	2.0	2.0	2.4	2.3	2.3
Punjab State Cooperative Milk Producers Federation Ltd, The	0.7	0.7	0.7	0.8	0.8
Others	45.7	46.7	48.3	47.9	44.2
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 8 LBN Brand Shares of Ice Cream: % Value 2019-2022

% retail value rsp

Brand (GBO)	Company (NBO)	2019	2020	2021	2022
Amul	Gujarat Co-operative Milk Marketing Federation Ltd	17.7	14.9	15.3	16.3
Cream Bell (RJ Corp)	Devyani Food Industries Pvt Ltd	4.6	5.9	5.9	6.1
Arun	Hatsun Agro Products Ltd	5.5	5.3	5.4	5.7
Vadilal	Vadilal Industries Ltd	4.6	4.0	4.0	4.7
Mother Dairy (National Dairy	Mother Dairy Fruit & Vegetable Pvt Ltd	5.0	4.2	4.3	4.5

Development Board)					
Wall's (Unilever Group)	Hindustan Unilever Ltd	3.5	4.1	4.1	4.3
Havmor (Lotte Group)	Havmor Foods Pvt Ltd	4.0	4.0	4.0	4.3
Cornetto (Unilever Group)	Hindustan Unilever Ltd	3.4	3.7	3.7	3.9
Dairy Day	Dairy Classic Ice Creams Pvt Ltd	2.0	2.4	2.3	2.3
Verka	Punjab State Cooperative Milk Producers Federation Ltd, The	0.7	0.7	0.8	0.8
Havmor	Havmor Foods Pvt Ltd	-	-	-	-
Max (Unilever Group)	Hindustan Unilever Ltd	-	-	-	-
Others	Others	49.0	50.8	50.4	47.0
Total	Total	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 9 NBO Company Shares of Impulse Ice Cream: % Value 2018-2022

% retail value rsp

Company	2018	2019	2020	2021	2022
Gujarat Co-operative Milk Marketing Federation Ltd	17.6	17.7	14.6	15.0	16.3
Hindustan Unilever Ltd	10.3	10.1	10.6	10.8	11.7
Devyani Food Industries Pvt Ltd	6.2	5.6	7.4	7.4	7.6
Hatsun Agro Products Ltd	5.8	5.9	5.5	5.5	5.9
Vadilal Industries Ltd	4.8	4.5	3.7	3.7	4.6
Mother Dairy Fruit & Vegetable Pvt Ltd	5.2	5.2	4.1	4.2	4.5
Havmor Foods Pvt Ltd	2.7	2.8	2.9	2.8	3.2
Dairy Classic Ice Creams Pvt Ltd	2.0	2.0	2.5	2.3	2.2
Punjab State Cooperative Milk Producers Federation Ltd, The	0.6	0.6	0.6	0.7	0.8
Others	44.8	45.6	48.1	47.5	43.2
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 10 LBN Brand Shares of Impulse Ice Cream: % Value 2019-2022

% retail value rsp

Brand (GBO)	Company (NBO)	2019	2020	2021	2022
Amul	Gujarat Co-operative Milk Marketing Federation Ltd	17.7	14.6	15.0	16.3
Cream Bell (RJ Corp)	Devyani Food Industries Pvt Ltd	5.6	7.4	7.4	7.6
Cornetto (Unilever	Hindustan Unilever Ltd	5.4	5.6	5.7	6.1

Group)					
Arun	Hatsun Agro Products Ltd	5.9	5.5	5.5	5.9
Vadilal	Vadilal Industries Ltd	4.5	3.7	3.7	4.6
Mother Dairy (National Dairy Development Board)	Mother Dairy Fruit & Vegetable Pvt Ltd	5.2	4.1	4.2	4.5
Havmor (Lotte Group)	Havmor Foods Pvt Ltd	2.8	2.9	2.8	3.2
Dairy Day	Dairy Classic Ice Creams Pvt Ltd	2.0	2.5	2.3	2.2
Wall's (Unilever Group)	Hindustan Unilever Ltd	1.3	1.4	1.4	1.5
Verka	Punjab State Cooperative Milk Producers Federation Ltd, The	0.6	0.6	0.7	0.8
Havmor	Havmor Foods Pvt Ltd	-	-	-	-
Max (Unilever Group)	Hindustan Unilever Ltd	-	-	-	-
Others	Others	49.1	51.8	51.2	47.4
Total	Total	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 11 NBO Company Shares of Take-home Ice Cream: % Value 2018-2022

% retail value rsp

Company	2018	2019	2020	2021	2022
Gujarat Co-operative Milk Marketing Federation Ltd	18.4	17.8	15.4	15.7	16.4
Hindustan Unilever Ltd	7.7	7.5	9.3	9.3	9.7
Havmor Foods Pvt Ltd	5.8	5.9	6.3	6.1	6.3
Hatsun Agro Products Ltd	4.8	5.0	5.3	5.2	5.5
Vadilal Industries Ltd	5.1	4.8	4.6	4.5	4.8
Mother Dairy Fruit & Vegetable Pvt Ltd	4.8	4.7	4.4	4.3	4.6
Devyani Food Industries Pvt Ltd	3.5	2.9	3.1	3.1	3.2
Dairy Classic Ice Creams Pvt Ltd	2.0	2.1	2.2	2.2	2.4
Punjab State Cooperative Milk Producers Federation Ltd, The	0.8	0.8	0.8	0.8	0.9
Others	47.1	48.6	48.5	48.7	46.0
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 12 LBN Brand Shares of Take-home Ice Cream: % Value 2019-2022

% retail value rsp

Brand (GBO)	Company (NBO)	2019	2020	2021	2022
Amul	Gujarat Co-operative Milk Marketing Federation Ltd	17.8	15.4	15.7	16.4

Wall's (Unilever Group)	Hindustan Unilever Ltd	7.4	9.2	9.2	9.6
Havmor (Lotte Group)	Havmor Foods Pvt Ltd	5.9	6.3	6.1	6.3
Arun	Hatsun Agro Products Ltd	4.9	5.2	5.1	5.4
Vadilal	Vadilal Industries Ltd	4.7	4.6	4.5	4.7
Mother Dairy (National Dairy Development Board)	Mother Dairy Fruit & Vegetable Pvt Ltd	4.7	4.4	4.3	4.6
Cream Bell (RJ Corp)	Devyani Food Industries Pvt Ltd	2.9	3.1	3.1	3.2
Dairy Day	Dairy Classic Ice Creams Pvt Ltd	2.1	2.2	2.2	2.4
Verka	Punjab State Cooperative Milk Producers Federation Ltd, The	0.8	0.8	0.8	0.9
Havmor	Havmor Foods Pvt Ltd	-	-	-	-
Others	Others	48.8	48.8	49.0	46.4
Total	Total	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 13 Distribution of Ice Cream by Format: % Value 2017-2022

% retail value rsp

	2017	2018	2019	2020	2021	2022
Retail Channels	100.0	100.0	100.0	100.0	100.0	100.0
- Retail Offline	100.0	99.8	99.6	98.7	98.3	98.2
-- Grocery Retailers	100.0	99.8	99.6	98.7	98.3	98.2
--- Convenience Retail	1.2	1.2	1.2	0.2	0.3	0.4
---- Convenience Stores	-	-	-	-	-	-
---- Forecourt Retailers	1.2	1.2	1.2	0.2	0.3	0.4
--- Supermarkets	5.4	5.8	6.3	4.2	4.8	5.0
--- Hypermarkets	6.7	7.1	7.5	7.4	7.6	7.8
--- Discounters	-	-	-	-	-	-
--- Warehouse Clubs	-	-	-	-	-	-
--- Food/drink/tobacco specialists	53.1	51.6	50.1	53.3	51.8	50.2
--- Small Local Grocers	33.6	34.0	34.5	33.5	33.9	34.7
-- Non-Grocery Retailers	-	-	-	-	-	-
--- General Merchandise Stores	-	-	-	-	-	-
--- Apparel and Footwear Specialists	-	-	-	-	-	-
--- Appliances and Electronics Specialists	-	-	-	-	-	-
--- Home Products Specialists	-	-	-	-	-	-
--- Health and Beauty Specialists	-	-	-	-	-	-
--- Leisure and Personal Goods Specialists	-	-	-	-	-	-
--- Other Non-Grocery Retailers	-	-	-	-	-	-
-- Vending	-	-	-	-	-	-
-- Direct Selling	-	-	-	-	-	-
- Retail E-Commerce	-	0.2	0.4	1.3	1.7	1.8

Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 14 Forecast Sales of Ice Cream by Category: Volume 2022-2027

million litres

	2022	2023	2024	2025	2026	2027
Plant-based Ice Cream	-	-	-	-	-	-
Ice Cream	483.1	558.0	643.0	737.9	843.6	959.0
Frozen Yoghurt	-	-	-	-	-	-
Impulse Ice Cream	317.1	365.1	418.7	478.5	544.5	615.9
- Single Portion Dairy Ice Cream	276.8	319.1	366.0	418.1	475.5	537.2
- Single Portion Water Ice Cream	40.3	46.0	52.8	60.4	69.0	78.7
Unpackaged Ice Cream	-	-	-	-	-	-
Take-Home Ice Cream	166.0	192.9	224.2	259.4	299.1	343.1
- Take-Home Dairy Ice Cream	166.0	192.9	224.2	259.4	299.1	343.1
-- Bulk Dairy Ice Cream	165.1	191.8	223.0	258.0	297.5	341.3
-- Ice Cream Desserts	0.9	1.1	1.2	1.4	1.6	1.8
-- Multi-Pack Dairy Ice Cream	-	-	-	-	-	-
- Take-Home Water Ice Cream	-	-	-	-	-	-
-- Bulk Water Ice Cream	-	-	-	-	-	-
-- Multi-Pack Water Ice Cream	-	-	-	-	-	-

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 15 Forecast Sales of Ice Cream by Category: Value 2022-2027

INR million

	2022	2023	2024	2025	2026	2027
Plant-based Ice Cream	-	-	-	-	-	-
Ice Cream	122,484.3	139,383.3	159,000.1	181,233.7	205,678.7	231,542.2
Frozen Yoghurt	-	-	-	-	-	-
Impulse Ice Cream	79,417.4	89,805.0	101,830.5	115,486.0	130,335.6	145,858.7
- Single Portion Dairy Ice Cream	71,479.2	80,683.0	91,308.3	103,405.2	116,477.6	130,092.8
- Single Portion Water Ice Cream	7,938.1	9,122.0	10,522.1	12,080.8	13,858.0	15,765.9
Unpackaged Ice Cream	-	-	-	-	-	-
Take-Home Ice Cream	43,066.9	49,578.3	57,169.6	65,747.7	75,343.1	85,683.5
- Take-Home Dairy Ice Cream	43,066.9	49,578.3	57,169.6	65,747.7	75,343.1	85,683.5
-- Bulk Dairy Ice Cream	42,544.5	48,969.2	56,462.4	64,939.3	74,424.0	84,649.1
-- Ice Cream Desserts	522.4	609.1	707.2	808.3	919.0	1,034.4
-- Multi-Pack Dairy Ice Cream	-	-	-	-	-	-
- Take-Home Water Ice Cream	-	-	-	-	-	-
-- Bulk Water Ice Cream	-	-	-	-	-	-

-- Multi-Pack Water Ice Cream	-	-	-	-	-	-

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 16 Forecast Sales of Ice Cream by Category: % Volume Growth 2022-2027

% volume growth

	2022/23	2022-27 CAGR	2022/27 Total
Plant-based Ice Cream	-	-	-
Ice Cream	15.5	14.7	98.5
Frozen Yoghurt	-	-	-
Impulse Ice Cream	15.1	14.2	94.2
- Single Portion Dairy Ice Cream	15.3	14.2	94.1
- Single Portion Water Ice Cream	14.1	14.3	95.1
Unpackaged Ice Cream	-	-	-
Take-Home Ice Cream	16.2	15.6	106.7
- Take-Home Dairy Ice Cream	16.2	15.6	106.7
-- Bulk Dairy Ice Cream	16.2	15.6	106.8
-- Ice Cream Desserts	15.2	13.8	90.9
-- Multi-Pack Dairy Ice Cream	-	-	-
- Take-Home Water Ice Cream	-	-	-
-- Bulk Water Ice Cream	-	-	-
-- Multi-Pack Water Ice Cream	-	-	-

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 17 Forecast Sales of Ice Cream by Category: % Value Growth 2022-2027

% constant value growth

	2022/2023	2022-27 CAGR	2022/27 Total
Plant-based Ice Cream	-	-	-
Ice Cream	13.8	13.6	89.0
Frozen Yoghurt	-	-	-
Impulse Ice Cream	13.1	12.9	83.7
- Single Portion Dairy Ice Cream	12.9	12.7	82.0
- Single Portion Water Ice Cream	14.9	14.7	98.6
Unpackaged Ice Cream	-	-	-
Take-Home Ice Cream	15.1	14.7	99.0
- Take-Home Dairy Ice Cream	15.1	14.7	99.0
-- Bulk Dairy Ice Cream	15.1	14.8	99.0
-- Ice Cream Desserts	16.6	14.6	98.0
-- Multi-Pack Dairy Ice Cream	-	-	-
- Take-Home Water Ice Cream	-	-	-
-- Bulk Water Ice Cream	-	-	-
-- Multi-Pack Water Ice Cream	-	-	-

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources