

I SCREAM FOR ICE CREAM

Nina & Johnny want to open an ice cream shop!

25.08.2022



WHAT DID WE WANT TO FIND OUT?

- ★ DO PEOPLE LIKE ICE CREAM?!
- ★ WHAT ICE CREAM DO THEY PREFER?
- ★ HOW OFTEN DO THEY EAT ICE CREAM?
- ★ HOW MUCH ARE THEY WILLING TO PAY?
- ★ DO WE NEED MORE ICE CREAM FLAVORS?!

WHO DID WE ASK?

14 respondents in total

5 women, 9 men

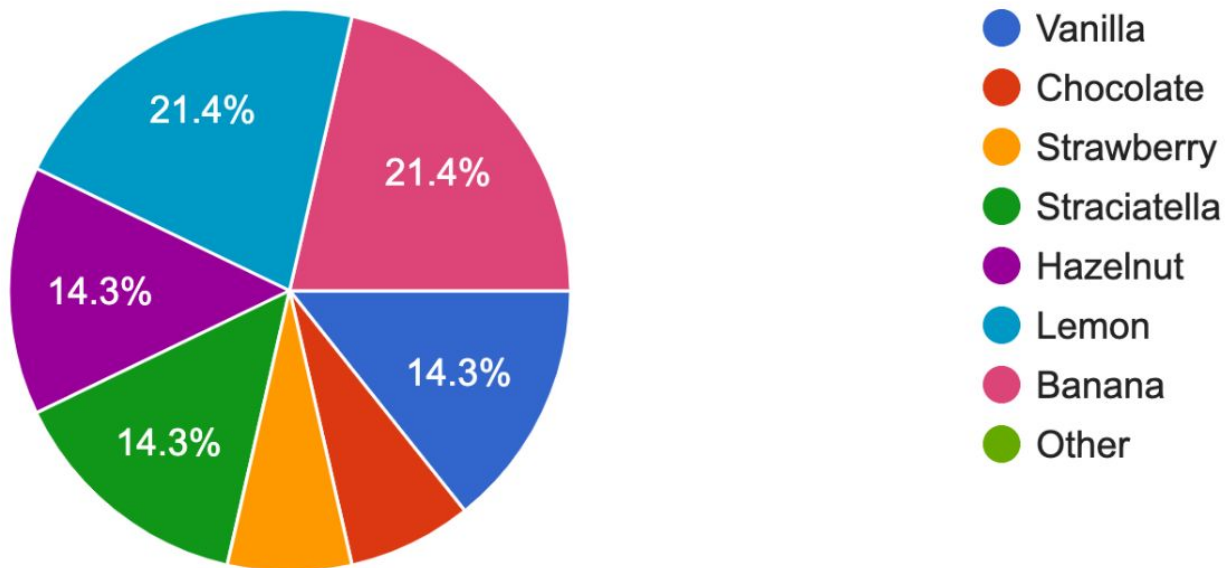
average age is 34 years

different preference in ice cream flavor

over 70% like ice cream a lot!



WHAT IS YOUR FAVORITE FLAVOR?



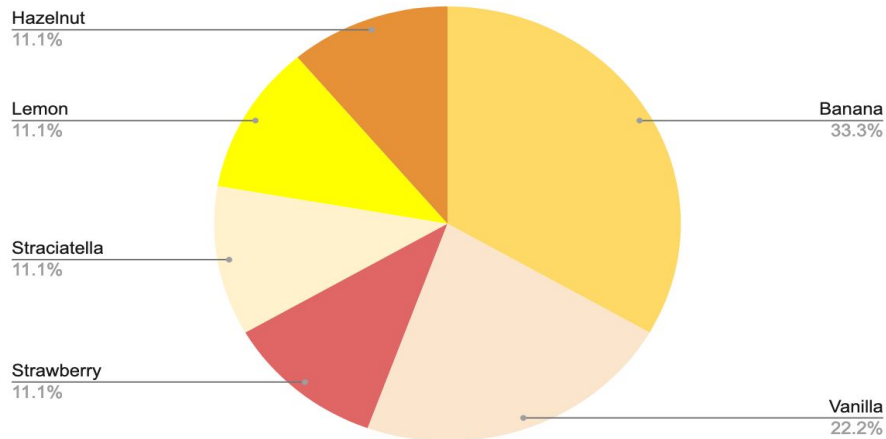
HOW OFTEN DO YOU SCREAM FOR ICE CREAM*?



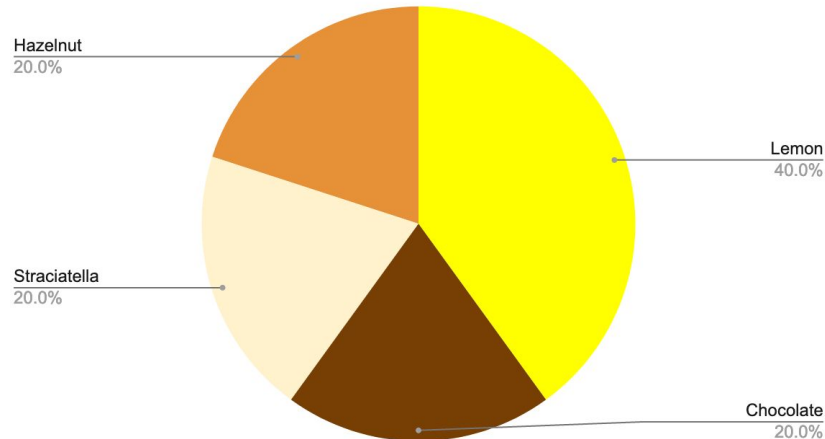
**3x per
month
at least!**

HOW DO MEN AND WOMEN SCREAM FOR ICE CREAM?

Male



Female



Men prefer banana - women lemon!

BUT ALL WOULD PAY ABOVE AVERAGE FOR ICE CREAM*!

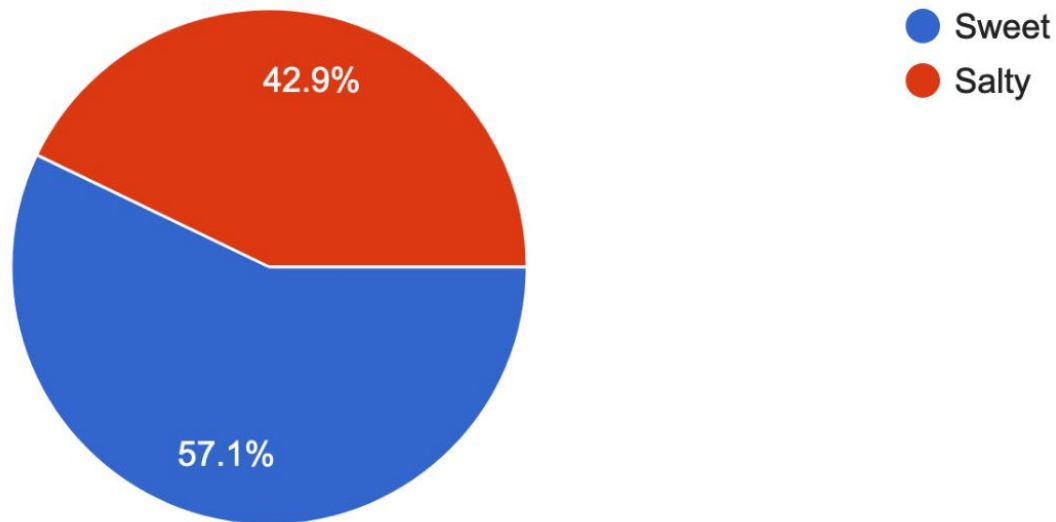
*For a scoop I
would pay 1.69€
(average)

If they like ice cream a
lot even more (1.76€
on average)



SWEET OR SALTY

THAT'S THE QUESTION!



A large, bright explosion with a central yellow and orange core, surrounded by a purple and white smoke cloud, set against a dark grey background.

EXPLOSIVE INSIGHTS:

WE SCREAM FOR ICE CREAM

NO CLEAR CORRELATION BETWEEN GENDER AND ICE
PREFERENCES - GENDER AND AGE INDEPENDENT

MEN WANT BANANA - WOMEN LEMON

IT'S TIME FOR SOME
FANCY ICE CREAM FLAVORS!



NEXT UP:
SALTY CARAMEL!!!

Largest producers of ice cream in the EU, 2020

(million litres)



Italy
509

average €**2.0** per litre

Germany
642

average €**1.3** per litre



France
516

average €**2.2** per litre

