The main differences between the consumer segments are summarized below by each metric.  
Preferred Brands  
Preferred Brands Men Women Teens  
Most popular brand Ezaki Glico (28.3%) Morinaga (30.6%) Morinaga (23.8%)  
2nd most popular brand Morinaga (23.1%) Ben & Jerry's (27.6%) Ezaki Glico (23.5%)  
3rd most popular brand Ben & Jerry's (18.9%) Ezaki Glico (25.4%) Ben & Jerry's (21.2%)  
Drawing insights from qualitative transcripts, the following outlines consumer discussions on preferred brands  
Teens: Teens often associate ice cream with social occasions, sharing tubs with family or opting for single-serve options with friends. They are open to switching brands for better flavors and are sensitive to price and value, appreciating larger tubs for group settings.  
Women: Women often purchase ice cream at convenience stores and are sometimes disappointed when their favorite flavors are discontinued. They appreciate the convenience of online shopping but find some brands too expensive, even with discounts.  
Men: Men often associate ice cream with comfort and stress relief, frequently purchasing it more than once a week. They value brands with diverse flavors and convenient purchasing options, and sometimes crave it after meals.  
Frequency of purchase  
Frequency of purchase Men Women Teens  
< Once a month 29.7% (Sig -) 36.5% 38.2% (Sig +)  
> Once a month 37.9% (Sig +) 31.9% 29.8% (Sig -)  
> Once a week 32.4% 31.6% 31.9%  
Drawing insights from qualitative transcripts, the following outlines consumer discussions on frequency of purchase  
Men: Men purchase ice cream based on deals, cravings, and social context, with frequency ranging from once a month to several times a week, often opting for larger tubs for sharing.  
Women: Women's ice cream purchases are influenced by cravings, convenience, and variety, with purchase frequency varying from once a month to multiple times a week, often as a simple pleasure or treat.  
Teens: Teens' ice cream consumption is driven by deals, social gatherings, and unique flavors, with purchase frequency ranging from less than once a month to multiple times a week, often favoring convenient options and smaller sizes.  
Place of purchase  
Place of purchase Men Women Teens  
Cafeteria 31.3% 31.1% 25.9% (Sig -)  
Club store 31.9% 31.5% 33.7%  
Convenience store 31.3% 32.7% 35.2%  
Ice cream cart/truck 31% 30.6% 31%  
Neighborhood store 27.2% 28.5% 28.1%  
Online 31.7% (Sig +) 30.1% 24.9% (Sig -)  
Super market 28.2% 29.6% 29.3%  
Vending machine 32.9% (Sig +) 29.8% 25.9% (Sig -)  
Drawing insights from qualitative transcripts, the following outlines consumer discussions on place of purchase  
Men: This group often seeks ice cream as a convenient treat, influenced by factors like promotions, flavor preferences, and brand reputation, with a tendency to balance indulgence with health considerations or specific cravings.  
Women: This group values convenience, affordability, and brand familiarity when purchasing ice cream, often viewing it as a mood-lifting snack or a treat to be enjoyed in moderation, with a preference for readily available options at local stores.  
Teens: This group is influenced by promotions, convenience, and unique flavors, often purchasing ice cream as a social treat or a quick indulgence, with a tendency to explore new flavors and brands while also valuing affordability.  
Barriers to purchase  
Barriers to purchase Men Women Teens  
Not available 14.8% (Sig +) 11.5% (Sig -) 11.9%  
Not tasty 17.9% (Sig +) 9.2% (Sig -) 10.9% (Sig -)  
Poor quality 17.5% 15.3% 15.8%  
Too expensive 19.2% (Sig +) 11.5% (Sig -) 12% (Sig -)  
Too much sugar 13.5% 18% (Sig +) 11.8% (Sig -)  
Unhealthy 15.4% 19.5% (Sig +) 13.6% (Sig -)  
Drawing insights from qualitative transcripts, the following outlines consumer discussions on barriers to purchase  
Men: Men express frustration with the limited availability of specific brands and flavors, impacting their purchase decisions. They also acknowledge that ice cream is not the healthiest choice, but still enjoy it as a treat.  
Women: Women are often disappointed by the declining quality of previously favored brands, leading them to seek alternatives. They are also mindful of price and often find certain brands too expensive for regular consumption.  
Teens: Teens are influenced by brand reputation and packaging, and are willing to pay more for quality ingredients and taste. They are also conscious of sugar content and the health aspects of ice cream, which affects their purchase frequency.