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
Men: Men often associate ice cream, particularly brands like Ezaki Glico and Ben & Jerry's, with comfort, cravings, and post-meal indulgence, sometimes going out of their way to find specific flavors. They value familiar brands and are influenced by presentation and variety of flavors when making purchase decisions.
Women: Women appreciate the convenience of readily available ice cream like Ezaki Glico, often purchasing it from convenience stores as a relaxing treat. They express disappointment when favorite flavors are discontinued and are sensitive to price, seeking online deals but finding some brands too expensive for regular purchase.
Teens: Teens consider ice cream a versatile treat, suitable for both individual snacks and sharing during social occasions, with brand preferences influenced by taste and value. They are open to switching brands for better flavors and appreciate brands that acknowledge portion control.
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 both less than once a month and more than once a week, influenced by factors like deals, cravings, social context, and convenience, with brand preferences varying based on the occasion.
Women: Women's ice cream purchase frequency varies from less than once a month to more than once a week, driven by factors like cravings, convenience, variety, and brand loyalty, often viewing it as a simple pleasure or treat.
Teens: Teens purchase ice cream from less than once a month to more than once a week, influenced by deals, social gatherings, unique flavors, and convenience, with brand preferences varying based on quality and personal taste.
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: Men often purchase ice cream based on promotions and value, sometimes opting for larger tubs at club stores or supermarkets. They also seek healthier options and are triggered by weather and post-meal cravings, occasionally indulging in convenient options like ice cream trucks.
Women: Women appreciate variety in flavors and are influenced by convenience and price when purchasing ice cream. They often associate ice cream with emotional comfort and celebratory occasions, with brand loyalty varying based on flavor availability and quality.
Teens: Teens are influenced by promotions and convenience, often purchasing ice cream from supermarkets and convenience stores. They enjoy trying new flavors and sharing with friends, with brand preferences varying based on taste and value.
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 balance cravings with health considerations, sometimes opting for less decadent options.
Women: Women are mindful of price and health when choosing ice cream, often seeking sales or familiar brands to avoid wasting money. They also express disappointment when the quality of previously favored brands declines.
Teens: Teens are influenced by brand reputation, packaging, and price, often opting for more affordable options. They are also conscious of sugar content and the health aspects of ice cream consumption.