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 cravings, social context, and deals, with some prioritizing larger, economical tubs for frequent consumption.
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, and variety, with some using it as a simple pleasure or reward.
Teens: Teens purchase ice cream from less than once a month to more than once a week, influenced by deals, social gatherings, and cravings, with some prioritizing unique flavors and smaller sizes for variety.
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 impulsively, driven by convenience and cravings, particularly when encountering ice cream carts or vending machines. They value quality ingredients and are open to trying new flavors, but are also influenced by promotions and price, especially when buying in bulk at club stores or supermarkets.
Women: Women frequently associate ice cream with emotional comfort and indulgence, often purchasing it as a treat or reward. They appreciate readily available and affordable options from local grocery or convenience stores, and are drawn to brands with natural ingredients.
Teens: Teens are influenced by multi-buy deals and promotions at supermarkets, and enjoy sharing and sampling different flavors with friends, especially when ordering online. They value convenience and are drawn to unique flavors, often purchasing ice cream from vending machines or corner stores as a quick treat.
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.