

# MARKET NEWSLETTER

## *Ice creams & Sorbets*

OCT 2023



### **YOUR MARKETS IN FIGURES**

Find out about the health of your markets in figures and estimated projections.

**P.1**

**Go**

### **LAUNCHES IN MORE DETAIL**

Find the detail of the launches of ice creams in Europe.

**P.2**

**Go**

### **THE FLAVORS OF THE MARKET**

What are the top flavors per type of product in Europe in S1?

**P.4**

**Go**

# YOUR MARKETS IN FIGURES



**1.397 BILLION €**

NielsenIQ ScanTrack™ data  
HMSM + Proxi + SDMP + Drive

**700,000**  
extra purchasing homes in France

NielsenIQ Homescan™ data

**24.7 MILLION**  
French homes buy ice creams in supermarkets

NielsenIQ Homescan™ data

**68%**  
of French people continue to buy ice creams at the frozen aisle in supermarkets

OpinionWay survey for AEG

**10.5%**  
of ice cream sales are made in nearby stores

NielsenIQ ScanTrack

**66%**  
of French people would agree to spend more on ice creams manufactured in France

OpinionWay survey for AEG

## TOP 3 OF PRODUCTS SOLD



**Sticks : 27%** of sales



**Cones : 17.8%** of sales  
Up by +28.4%



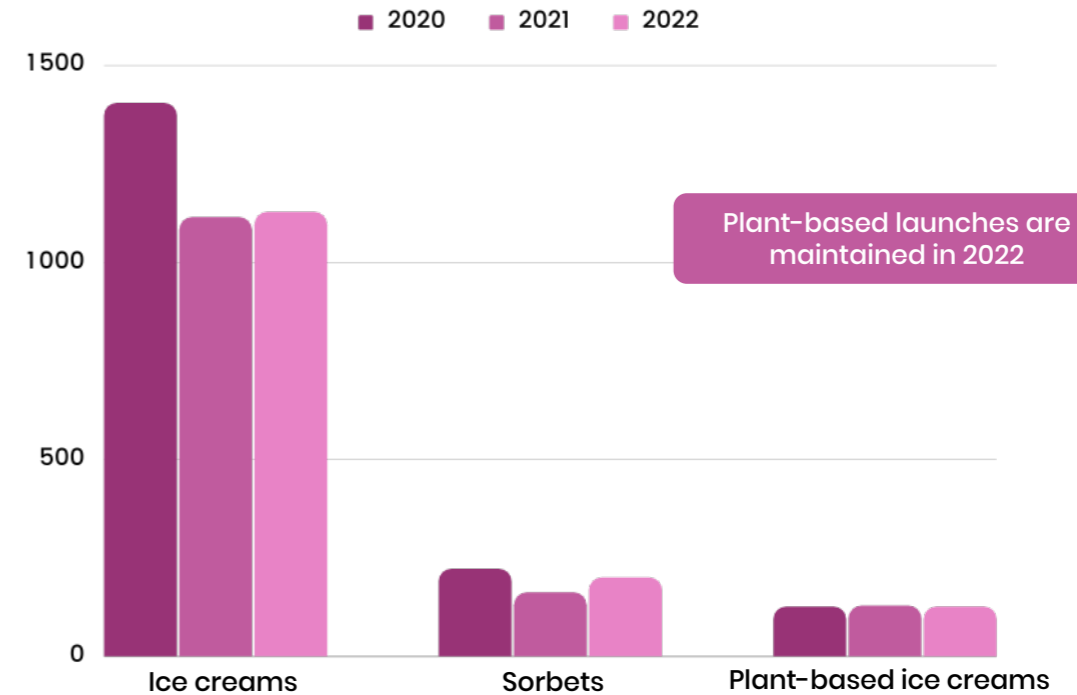
**Tubs : 13.1%** of sales

NielsenIQ ScanTrack™ data  
HMSM+Proxi+SDMP+drive

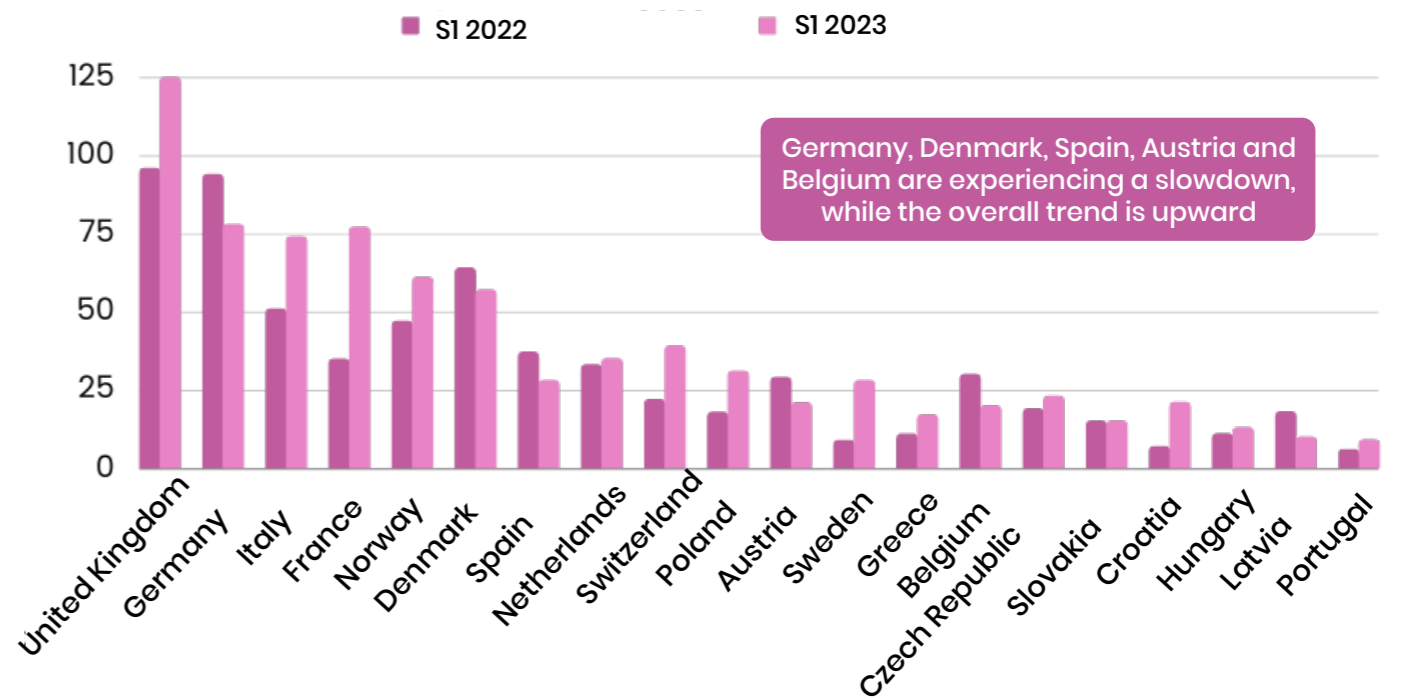
\*Mintel data on world market figures are currently being updated and will be sent to you at a later date

# LAUNCHES IN MORE DETAIL

**The launches of Ice creams in Europe between 2020 and 2022**  
Dynamics by category (5 323 products launched)

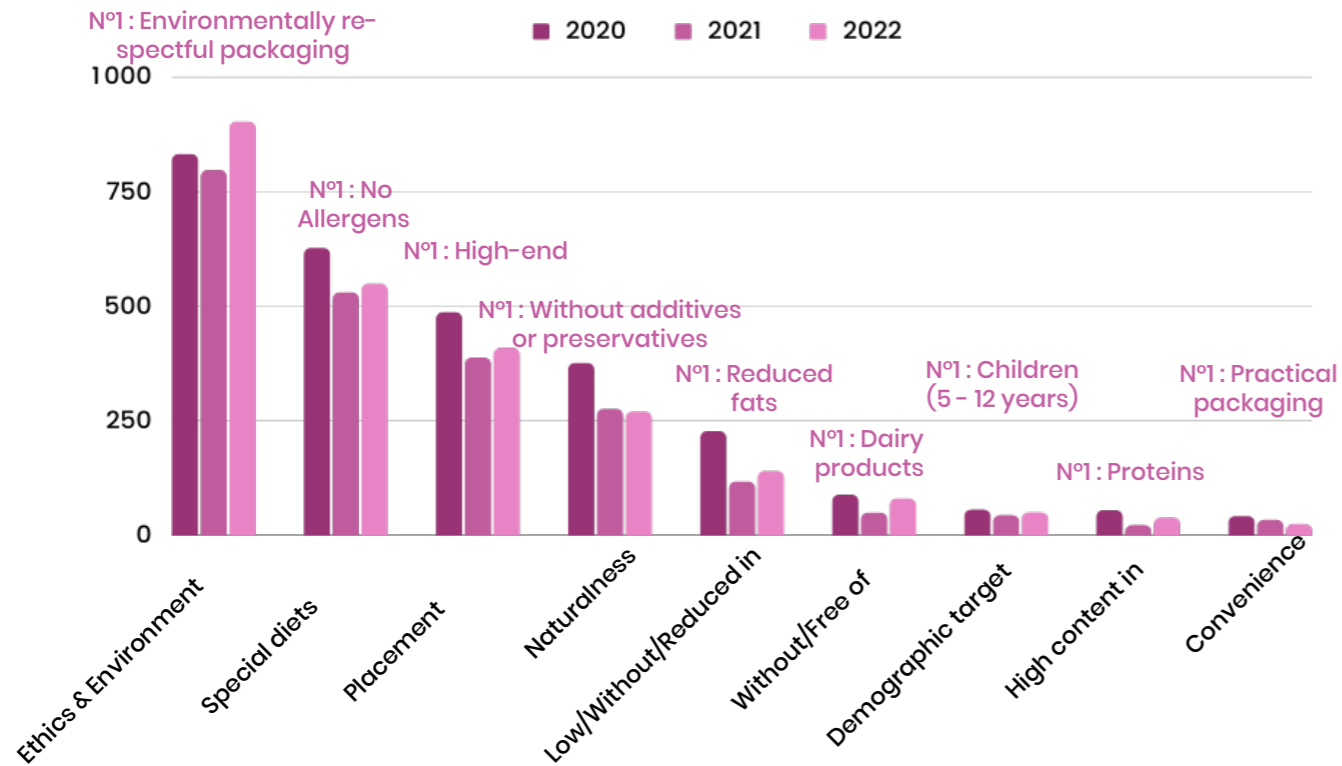


**The launches of Ice creams in Europe in S1 2022 vs 2023**  
Dynamics per country (2 457 products launched)



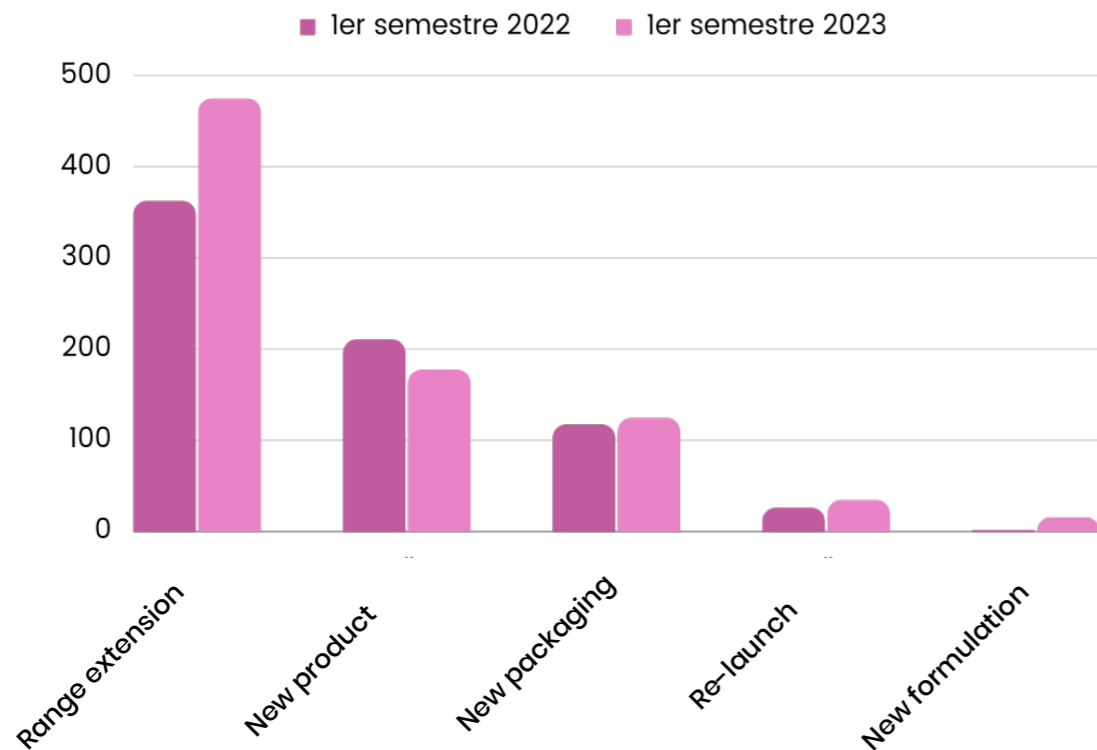
### The evolution of marketing claims in Ice cream launches in Europe

Dynamics by claim category (4603 products launched)



### Ice cream launch types in S1 2022 vs 2023

(Europe - 2 457 products launched)



# THE FLAVORS OF THE MARKET

## Top 5 of flavors of ice creams launched in Europe

(between January 2022 and July 2023)

TOP 5

### DAIRY-BASED ICE CREAMS

1. Chocolate
2. Vanilla
3. Caramel
4. Strawberry
5. Hazelnut

The flavors gaining popularity in 2023: Mango, Popcorn, Macaron, Stracciatella

### SORBETS

1. Lemon
2. Strawberry
3. Mango
4. Orange
5. Raspberry

The flavors gaining popularity in 2023: Apricot, Blueberry

### PLANT-BASED ICE CREAMS

1. Chocolate
2. Vanilla
3. Caramel
4. Salted caramel
5. Strawberry

The flavors gaining popularity in 2023: Mango, Cookie, Coffee, Banana, Cashew nut

## Ice creams 2023

### An explosion of flavors and creativity

Once again this year, the ice cream industry has come up with some indulgent and innovative trends. At a time when consumers are facing financial difficulties, ice cream makers are launching products focused on pleasure and reassurance. To comfort and enthuse their consumers, manufacturers are celebrating classic flavors and exploiting nostalgia.

Confectioners are also making a name for themselves by expanding their ranges and offering ice creams in the flavors of their flagship products. Ice cream brings a sense of comfort and nostalgia.

To enhance the gourmet character of ice cream and reinforce the product's premium positioning, leading ice-cream brands are collaborating with popular patisseries. This type of launch creates a sense of comfort for consumers, and demonstrates the premium side of this new trend, which is becoming increasingly popular.

Whether you're a fan of traditional flavors or a gourmet adventurer, the ice cream industry promises to satisfy every taste.

# Had you identified them?

## Major confectionery brands enter the ice cream market



**Company** : Froneri Ice Cream, Egypt  
**Brand** : Nestlé Kit Kat  
 August 2023 – Egypt

Vanilla, caramel and chocolate KitKat ice cream



**Company** : Mars Wrigley Confectionery, China  
**Brand** : M&M's  
 August 2023 - China

Chocolate and milk flavored M &M's ice cream



**Company** : Mondelez, Taiwan  
**Brand** : Oreo  
 August 2022 - Taiwan

Vanilla flavored Oreo ice cream



**Company** : Ferrero, Greece  
**Brand** : Ferrero Rocher  
 July 2023 - Greece

Ferrero Rocher milk chocolate and hazelnut ice creams

## Launches in oat milk ice cream



**Company** : Oatly, Sweden  
**Brand** : Oatly!  
 February 2023 – Sweden

Oat-based salted caramel ice cream



**Company** : Lucerne Foods, USA  
**Brand** : Open nature  
 July 2023 - USA

Peanut butter and chocolate oat-based ice cream



**Company** : Marks & Spencer, UK  
**Brand** : M&S, Food Plant Kitchen  
 August 2023 - UK

Salted caramel and cookie vegan ice cream



**Company** : Oatly Beverage, China  
**Brand** : Oatly!  
 August 2023 - China

Grapefruit and plum flavored oat-based ice cream



# Our flavoring solutions



“Donut” flavored ice cream with hazelnut filling topping and hazelnut milk cocoa



“Popcorn” flavored ice cream with caramel topping



“Kidney bean” flavored ice cream



“Pistachio, cardamon and rose” flavored ice cream



“Yoghurt” flavored ice cream



# The references

Flavors	References
Donut (NF)	FAB 23 03 29 C
Popcorn (NF)	FAB 18 04 27 B
Caramel glaze topping	44136
Kidney bean (NF)	FAB 23 04 03 A
Pistachio (NXF)	PE 17 447
Cardamom (NXF)	PE 17 285
Rose (NXF)	PE 17 705
Yoghurt (NF)	PE 17 095



Sign up free  
to market newsletters

**Sign up**

**in** METAROM Group

**[www.metarom.eu](http://www.metarom.eu)**