

A young man and woman are looking at a cup of ice cream in a freezer aisle. The man is pointing at the cup, and the woman is smiling. The background shows shelves of various ice cream products. The image is overlaid with a blue geometric pattern of triangles.

CATEGORY OF THE MONTH

ICE CREAM:

Trends and opportunities

MAT to 2023 Q4

SUMMARY

High Consumption Elasticity: Ice cream is highly expandable; the more consumers buy, the more they consume, ranking 9th in all categories for consumption elasticity.

Premium Product Preference: Shoppers prefer premium and quality ice cream products, ranking them significantly higher than other categories in terms of satisfaction and importance.

Innovation Demand: There is a strong demand for innovation within the ice cream category. Nearly 30% of shoppers ask for new flavors, types, or brands compared to an average .

Retail Loyalty Sensitivity: Ice cream shoppers show high retail loyalty but are likely to Walk Away and go to another store if they cannot find desired products, highlighting the importance of optimal product availability and assortment.

Desired Improvements: Shoppers are particularly interested in enhancements related to innovation, product range, and in-store experience.



ICE CREAM IS A SPEND DRIVING CATEGORY

Ice Cream is ranked 6th of the 117 categories surveyed for shoppers buying because they feel like it, and also highly ranked for buying extra because it's new and they are more likely willing to pay more

70%

6

Of Ice Cream Shoppers buy "because they feel like it"

61%

40

Buy extra Ice Cream because it is new and different

58%

28

Are willing to pay more for Ice Cream

.... But how can retailers and manufacturers capitalize on this?

Category Rank

Rank (of 117)

n=1082

ICE CREAM | ALL RETAILERS | MAT TO 2023 Q4

WHAT FACTORS ARE IMPORTANT TO THE ICE CREAM SHOPPER?

Premium products, great quality, innovation, assortment and brands are more important to the Ice Cream shopper than average and were ranked in the top third of all 117 categories surveyed



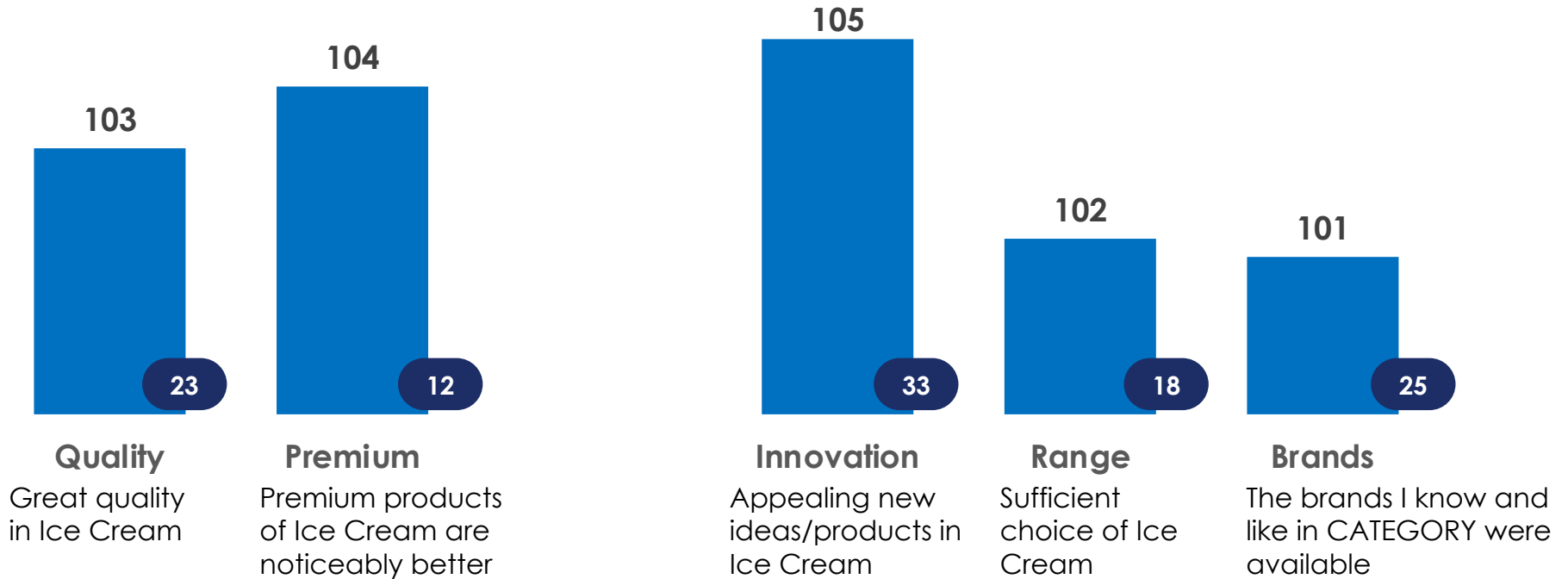
PRODUCT



ASSORTMENT

Importance Index for Ice Cream shopper compared to All Category average

Rank



How important is each statement to you when shopping for CATEGORY in RETAILER? (SR)

Ave Out of 5

Rank (of 117)

n=1082

ICE CREAM | ALL RETAILERS | MAT TO 2023 Q4

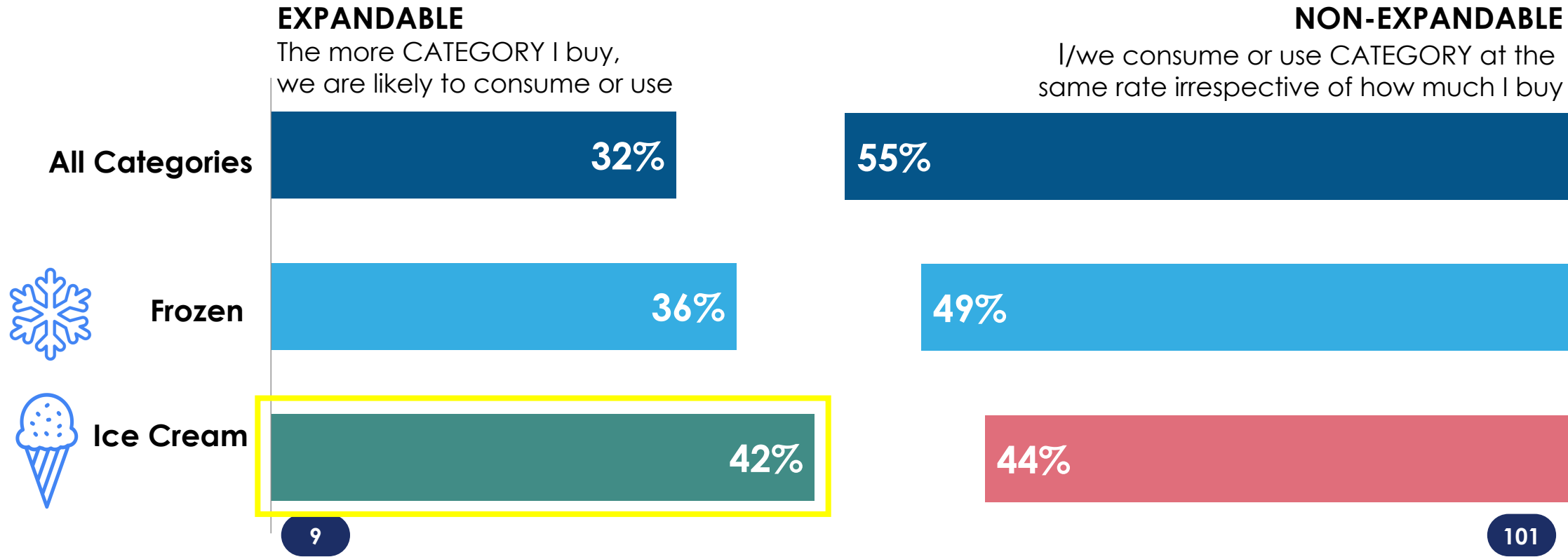
Benchmark:
All Retailers (All Categories)



© SMI 2023

HOW EXPANDABLE IS ICE CREAM? MORE IS MORE

Having Ice Cream at home drives higher consumption. Ice Cream is the 9th highest ranked category for shoppers more likely to consume the more they buy



ICE CREAM | ALL RETAILERS | MAT TO 2023 Q4

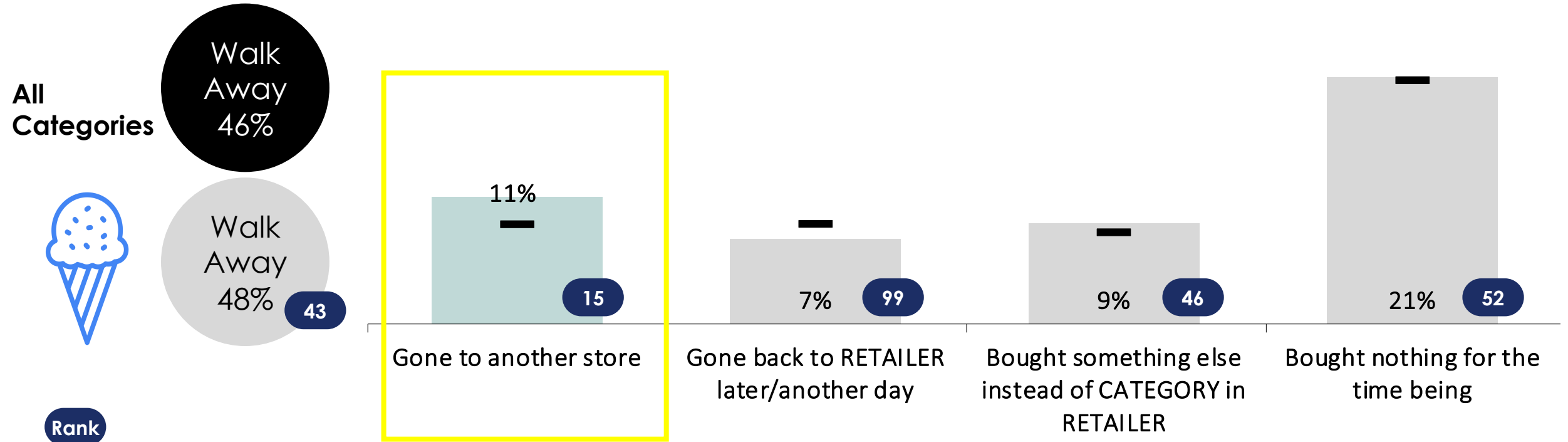
The more I buy, the more I consume VS. I consume at the same rate irrespective of how much I buy (Agreement)

% of Shoppers | Rank (of 117) | n=1082 | 99% | 90% | < 90% | 90% | 99% | < N

Benchmark: All Retailers (All Categories)

WHAT WOULD ICE CREAM SHOPPERS DO IF THEY CAN'T FIND WHAT THEY WANT?

Ice Cream Shoppers are more likely than average to walk away if they can't find what they want. It is the 15th highest ranked category for shoppers going to another store



Think about the size/amount and type/flavour of (brand bought on last trip) you bought. If this had not been available, which of these would you have most likely done and which would you have least likely done?



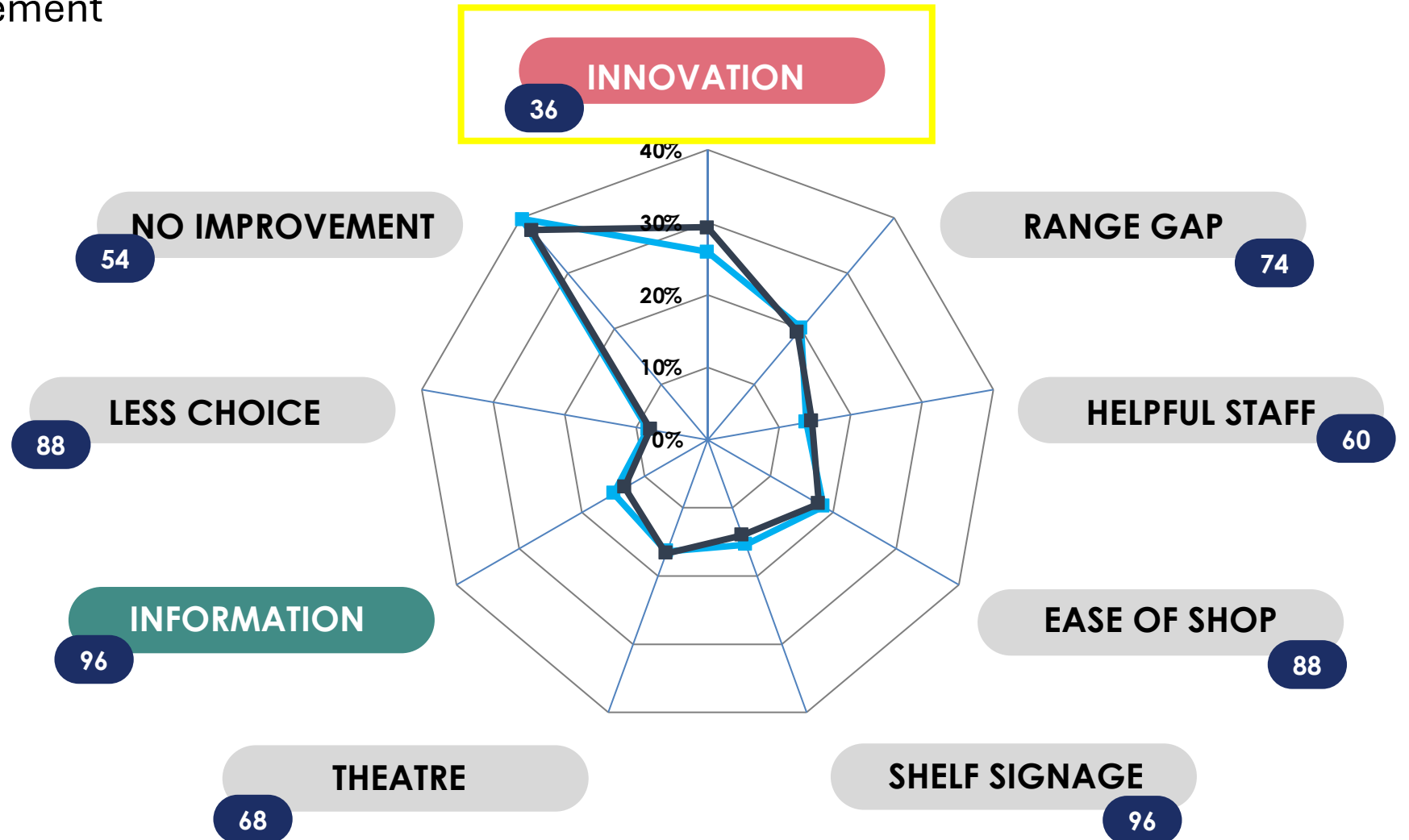
WHAT IMPROVEMENTS ARE ICE CREAM SHOPPERS REQUESTING?

Nearly 30% of shoppers asked for new types, flavors or brands to be introduced, making it the leading area for product improvement



Red colour indicates **MORE** improvement desired than average.

Green colour indicates **LESS** improvement desired than average.



If you had to improve CATEGORY in RETAILER, which ones would you choose?

ICE CREAM | ALL RETAILERS | MAT TO 2023 Q4

% of Shoppers

Rank (of 117)

Ice Cream

All Retailers (All Categories)

CATEGORY GROWTH: KEY INSIGHTS AND RECOMMENDATIONS

1. There is significant opportunity to upweight basket sizes with Ice Cream, as shoppers are more likely to consume more, the more they buy.
2. Ensure your assortment reflects breadth highlighting standout brands and bolster quality perception within the Ice Cream aisle.
3. Optimize merchandising to showcase innovation and premium segments. If shoppers can't find what they want, they'll go to another store.



WANT TO LEARN MORE?

For insights and recommendations to inform and drive your category growth, contact:

Jason Smith: jason.smith@shopperintelligence.com
or [Book a meeting](#)



ABOUT SHOPPER INTELLIGENCE

We're the largest global shopper study, a syndicated survey of hundreds of categories and retailers in 10 countries.

Our unique benchmarking system allows you truly understand shopper behaviour and “the why” that powers their purchases.

Check out our free [Category Trend Analyzer tool](#) to quickly see the hottest CPG trends.

