

Global Ice Cream Market to Grow at a CAGR of 4% to 2020

Wiseguyreports.com research analyst predicts the global ice cream market to grow at a moderate CAGR of more than 4% in the forecast period.

PUNE, INDIA, April 8, 2016 /EINPresswire.com/ -- This market research study presents a detailed segmentation of the global [ice cream market](#) by product (impulse ice cream, take-home ice cream, and artisanal ice cream), by distribution channel (supermarkets and hypermarkets, specialist retailers, independent retailers, convenience stores, and others), and by geography (Americas, APAC, Europe, and MEA). The key vendors in the market are Blue Bell Creameries, General Mills, Mars, Nestle, Lotte Confectionery, and Unilever.

Overview of the ice cream market

The market research analyst predicts the global ice cream market to grow at a moderate CAGR of more than 4% in the forecast period. The growing popularity and increasing prominence of private label brands to spur the growth of this market over the forecast period. Most private label ice creams are priced lower than branded products because of their operational efficiency. The emergence of private label brands such as Kroger has significantly helped in the establishing their market presence. Furthermore, most major retail chains have their private label ice cream brands that they make in their dairies. With several new private labels emerging, this market is expected to have a positive outlook until the end of 2020.

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In this industry research report, the analysts have estimated factors like the development of lactose-free ice cream to aid in the growth of the ice cream market over the forecast period. People with lactose intolerance are unable to digest lactose present in milk. Consumption of



lactose leads to several problems like as bloating, diarrhea, and gas. This resulted in several ice-cream manufacturers formulating their lactose-free line of ice creams to cater to this niche market of lactose-intolerant consumers. For instance, Chapman's launched their lactose-free range of ice creams in Canada, whereas the Babcock Hall Dairy Store launched two lactose-free ice cream flavors in 2013. Therefore, the availability of lactose-free ice creams will aid in the growth of the ice cream market in the coming years.

Product segmentation and analysis of the ice cream market

- Impulse ice cream
- Take-home ice cream
- Artisanal ice cream

In 2015, the impulse ice cream segment dominated the market and accounted for a market share of close to 39%. Factors such as the desire to indulge in ice cream and the rise in demand for small portion snacking options are expected to drive the market in the future.

Geographical segmentation and analysis of the ice cream market

- Americas
- APAC
- Europe
- MEA

During 2015, Europe dominated the ice cream market and accounted for more than 40% of the market share. The increasing demand for innovative premium products and the launch of several new flavors is expected to drive this market in the coming years. For instance, in 2015, Ledo ice creams launched 35 new flavors of ice cream in the Croatian market. Moreover, the rising demand for ice cream products from consumers above the age of 50 is another factor fuelling the growth of this market.

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Competitive landscape and key vendors

The global ice cream market very dynamic in nature as it is subject to rapidly changing consumer preferences and demand. The market is highly fragmented because of the presence of a number of small and large vendors. The providers in the market compete in terms of product pricing, quality, innovation, service, reputation, and distribution. Therefore, to survive and succeed in this competitive environment it is imperative for the vendors to distinguish their product offerings through a unique value proposition.

The leading vendors in the market are -

- Blue Bell Creameries

- General Mills
- Mars
- Nestle
- Lotte Confectionery
- Unilever

Other prominent vendors in the market include Amul, Amy's Ice Creams, Bliss Unlimited, China Mengniu Dairy, Dean Foods, FrieslandCampina, Grupo Lala, Marina Ice Cream, Mikawaya, Oregon Ice Cream, Rich Ice Cream, So Delicious Dairy Free, Spoldzielnia Mleczarska Mlekovita, Three Twins Ice Cream, Tillamook, Vadilal, Weight Watchers International, and Yili Group.

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Norah Trent
WiseGuy Research Consultants Pvt. Ltd.
16468459349
[email us here](#)

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