



# Industry Trends

## Ice Cream



**BATORY FOODS®**

Ingredients in Motion®

# Key trends: desserts and ice cream



## VEGAN CLAIMS SOAR

- Non-dairy ice cream and frozen yogurt growing at 48% CAGR during 2016-18
- Plant based ingredients such as **oat milk, avocado and banana** are increasingly popular

## CONSUMERS MORE INFORMED

- 1 in 5 product launches in 2018 featuring clean label claims
- Millennial consumers are gravitating towards brands with a **social-conscious messaging**



## GUILT FREE CRAVINGS

- **High protein** (41% CAGR) and **low carb** (66% CAGR) claims fastest growing during 2016-18
- 8% of launches in 2018 feature **sugar reduction** claims

## HEIGHTENED INDULGENCE

- 6% of total launches in 2018 featuring **premium claims**
- Infusion of **boozy flavor with confectionery, baked goods and flowers** in the spotlight



## ETHNIC INSPIRATION

- **Asian flavors** and formats are inspiring new product development
- **Mochi, black sesame, red bean, Indian lassi and falooda and hummus** in focus

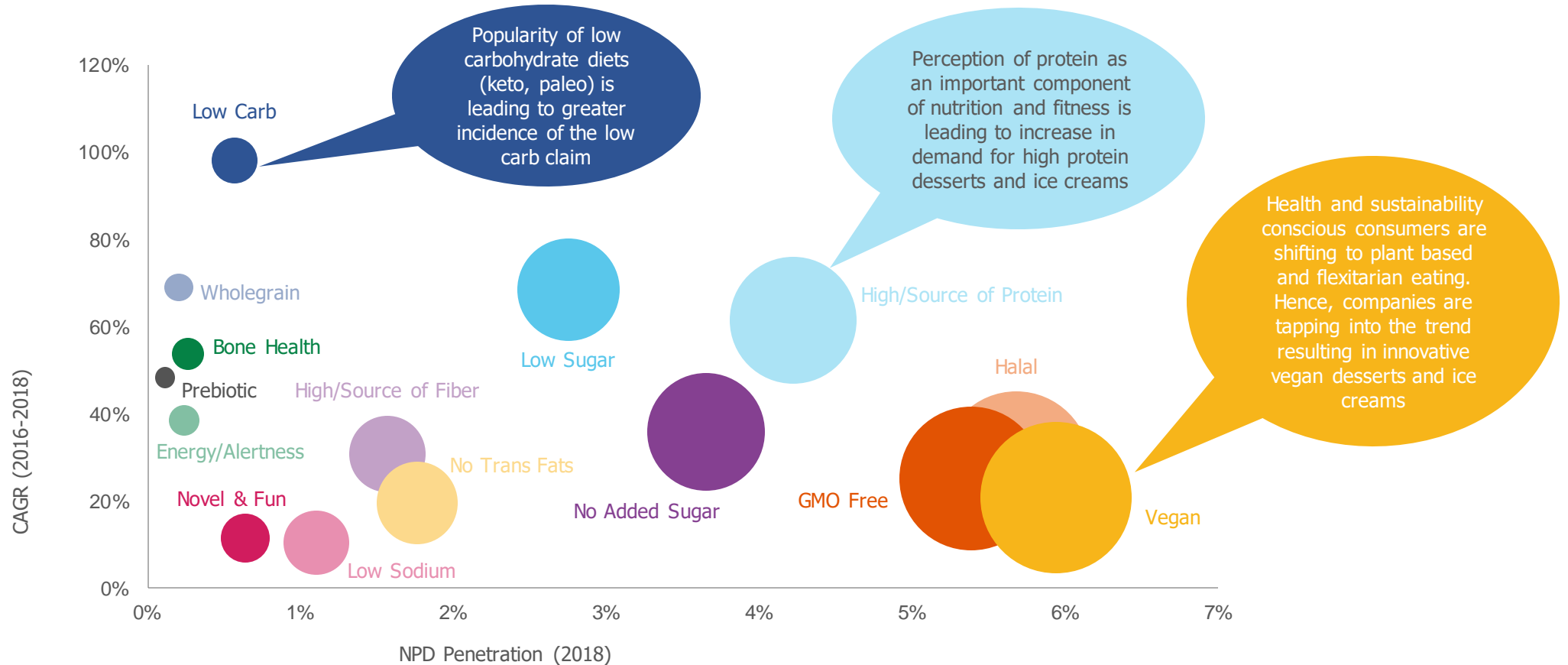
## VISUAL APPEAL AND NOVELTY

- **Eye catching colors** (unicorn) and **unique formats** (bubble cone, fish shapes) in demand
- **New occasions** for consumption (night) and **seasonal flavors** on the rise



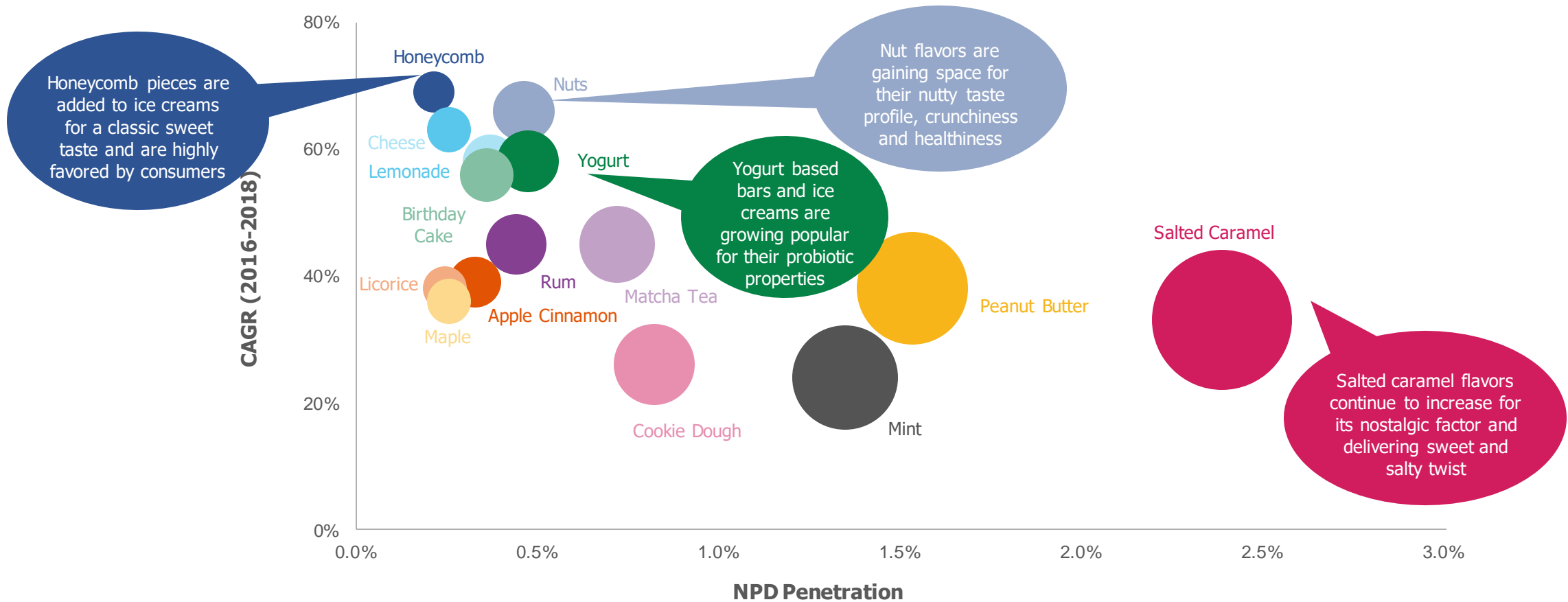
# Fastest growing claims: reduction and free from claims in focus

Top 15 fastest growing Positionings Claims for Desserts & Ice Cream NPD based on CAGR (2016-2018)



# Nuts and dairy flavors are growing in popularity

Top 15 fastest growing Flavors for Desserts & Ice Cream NPD based on CAGR (2016-2018)

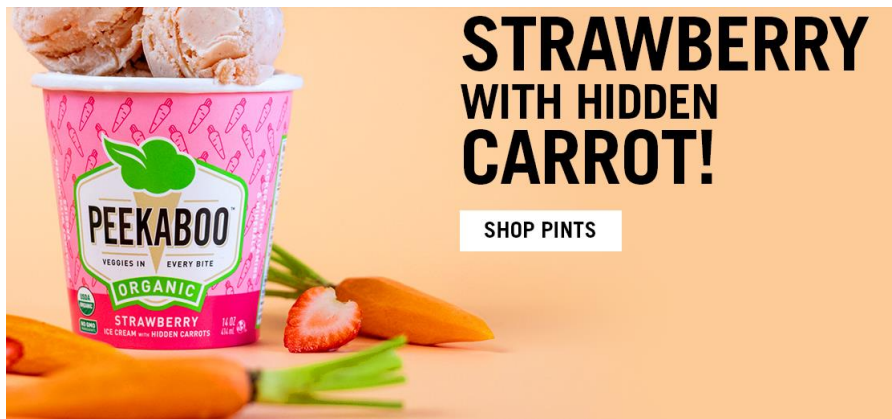


The bubble size of each flavor represents the number of launches of the respective claim in 2018

# Companies are innovating in flavors and launching new products exploring the Better-for-you perception of fruits and vegetables



Veggies hidden in every bite



**STRAWBERRY WITH HIDDEN CARROT!**

SHOP PINTS



**A SWEET SURPRISE IN EVERY BITE!**

Discover the magic behind our flavors



Dairy free anytime made from only fruit, seeds and super foods



A delicious dairy-free dessert made from vegetables



Cauliflower is the main ingredient in every pint and bar. It's high in nutrition, low in calories and great source of Vitamin C and can help boost your HDL