

## Consumer Trends: Health is No Concern When it Comes to Ice Cream Flavors

Canadean

A recent report from Canadean has revealed that the desire to indulge motivates 47 percent of ice cream consumption in the US as consumers want to treat themselves with novel flavours and creamy textures for the tastiest experience. The need for indulgence is most prevalent in the consumption of impulse ice creams such as packaged cones or ice cream sandwiches, where it motivates half of consumption, at 50 percent. As a result, consumers see this category as an indulgent treat which offers escapism.

### **Consumers put health concerns aside when it comes to their choice of ice cream**

Health has little influence on the consumption of ice cream in the US. Consumers looking for the creamiest and sweetest ingredients will often turn to products that are inherently unhealthy. Consumers disregard any concerns about health when it comes to consumption, with ice cream being perceived as a treat or reward during consumers busy lives.

Health-conscious consumers will either avoid ice cream completely or reduce their consumption, opting for healthier food categories to consume. When they do indulge, they will look for decadent products and moderate their consumption, choosing smaller portion sizes which reduce the guilt factor.

### **Consumers can be persuaded to trade up to luxury ice cream products**

Consumers in the US like to feel they are getting good value for money from their ice cream choice, whether they are trading up or down. However, manufacturers should remember that the primary reason for consumption is the desire to indulge, and consumers fear that cheaper products may involve a trade-off of taste - a sacrifice they are not willing to make. On the other hand, manufacturers should focus on creating products with a unique taste to satisfy the consumers. For example, Walls introduced vanilla ice cream with Marc De Champagne sauce in a silver chocolate casing, which offers luxury indulgence.

According to Joanne Hardman, Analyst at Canadean: "Manufacturers should extend their portfolios to offer premium products to meet the demand for luxury indulgence, combining sweet and savoury flavours such as the heat of chilli or a soft hint of elderflower, and sorbet textures for those consumers looking for more novel experiences at home."

*About Canadean*

*Canadean provides in-depth market research across the fast-moving consumer*

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