

The Grocer

Focus On: Ice Cream by Ash O'Mahony (Ashleigh.OMahony@wrbm.com)

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Online Listicle to go live on 1 March: What are the main innovations & how are they shaping the market

The Story

Investors, take note. The hottest property in the food and drink market could be hiding in the freezers. For ice cream has emerged as a hotbed of investment activity over the past year. So why is ice cream suddenly a darling of investors? Who are the disruptor brands pulling in the cash? What trends are they tapping into? How are bigger brands reacting to the challenges of the disruptors?

Key Themes

The disruptors: Who are the small brands gaining investment? How have they done so? What is attracting investors to them, and to what extent are they seen as a smart bet?

The established brands: To what extent can disruptors, armed with funding, challenge the establishment? Even in the relatively new area of healthy ice cream, new brands have established themselves as a dominant force. Can others grab a sizeable slice of that market? Or is the marketplace becoming too crowded?

The hot areas: Which areas of the ice cream market are proving a particular hotbed of innovation and investment? How developed are they? And how much potential do they have to grow further?

4 x funding examples: We investigate four companies, looking at how much they raised and when, and what they are doing with their investment.

Kantar data: Using Kantar commentary, we explain the reasons behind the rise and fall of the different sub-categories.

Nielsen data: Using Nielsen commentary, we explain the reasons behind the rise and fall of the top 10 brands.

Innovations:

We identify four new products that ideally have not appeared in The Grocer before. including launch date, image and RSP.