

# The Grocer

## Dairymen 2021 - Focus On: Ice Cream

by Niamh Leonard-Bedwell ([N.Leonard-Bedwell@thegrocer.co.uk](mailto:N.Leonard-Bedwell@thegrocer.co.uk))

Submissions deadline: **26 July**

Publication date: 4 September

Ice cream's evolving. It's no longer just a category relying on plain cows' milk as its main ingredient. There's now a growing market of alternatives. Last year, Wall's Ice Cream unveiled Greek yoghurt ice cream lollies, for instance. Jude's this year added kefir lines. And plant-based brands like Cecily's are boasting about booming sales. So, what's driving this evolution – and to what degree will 'alt-ice cream' help growing the market to the near-£1.5bn predicted by Mintel?

### KEY THEMES

**Innovative suppliers:** What are the most eye-catching 'alt-ice cream' offers in grocery? Who makes them – and why? How have sales been?

**Plant-based ice:** It's arguably the most high-profile alternative to dairy ice cream. How are sales – and who's doing what?

**Traditional ice cream:** it's still the biggest part of the market. How has it done in the past year? Which formats have won and lost biggest? Why? And what's to come?

**Reduced ice cream:** Whatever happened to reduced ice cream – the alternative to indulgent ice cream? Is there still room in freezers for brands?