Focus On: Ice cream

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Raise aloft the handheld ice cream! While take-home tubs plateaued in 2021, handhelds kept growing, up 7.8% on sales [NielsenIQ 52 w/e 11 September 2021]. Brands tout innovation as the reason for the impressive growth, with the return of outdoor occasions another possible reason for success. So can handhelds continue to thrive? What can tubs do to generate new excitement? Or will ice cream sales thaw in the coming year?

Home snacking: The move to more home working has created a bunch of new snacking occasions during the week. Can ice cream tap into this opportunity?

Mochi balls: Little Moons had a sensational 2021, showing how social media can catapult a food brand's sales. The success has prompted discounters to launch alternatives, bolstering this nascent format in the ice cream category. Can mochi balls continue to grow?

Health: The government is putting pressure on high-sugar foods, with consumers also taking a greater interest in healthier lines. Big brands are also producing plant-based ice cream to cater for those avoiding dairy. How can this most indulgent of categories adapt to shoppers' changing priorities?

Channels: The pandemic prompted many shoppers to flock to convenience stores, a common place for the occasional iced treat. With hospitality open again, will sales move back to supermarkets and restaurants?

Innovations: Profile of four new products or ranges that have not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.