

# The Grocer

## THE DAIRYMEN 2023

Focus On: Ice Cream

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### Keeping it in the family

Take-home volume sales of ice cream have softened – with one exception. Family tubs have bucked the downward trend. How so? Which suppliers and retailers have benefited most? And who has missed out? How do family tubs differ from other sharing formats? How are brands performing versus own label? Which flavours are in vogue? How is grocery making family tubs fancier while keeping them affordable?

Promotions: Famously a heavily promoted category, ice cream sales not on promotion have soared in the past year. Why? Is this a sea change for ice cream? Or an anomaly? With fewer promotions, what's driving sales instead?