

The Grocer

Digital Feature: 10 things you need to know about...Ice Cream

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1. Consumer research

With the help of Harris Interactive, we quiz consumers on ice cream, specifically how and where they like to eat it. And, of course, asking that key question: to share or not to share?

2. Creative Challenge

Can ice cream be more than just a treat? What's next in handheld? And, aside from in Heston's restaurants, could ice cream ever work as a savoury option? We've teamed up with a creative agency to find out.

3. Meet the buyers

Everyone knows that it's not just what you know that matters in grocery... it's who you know. We will be speaking to ice cream buyers from across the major retailers to find out what makes them tick and how they see the market developing over the coming year.

4. Top 10 Global Innovations

With the help of Mintel, we scour the globe to find the best innovations in ice cream. So, which products have made our Top 10 and which trends have driven their development?

5. Advertising

Who's digging deep in ice cream and splashing the cash on advertising? We get advertising insights agency Ebiquity to crunch the numbers on the sector's biggest advertisers.

6. Top NPD

Ice cream is an innovative sector filled with fun new launches. But which proved to be the most successful? We've teamed up with IRI to find out.

7. Joe Delucci's

We send category reports editor Rob Brown to Turin, Italy to get the lowdown from Joe Delucci's on why its gelato is flying off the UK's shelves.

8. Ice cream infographic

We've had Kantar and IRI run the numbers on the ice cream market then teamed up with a creative agency to turn them into a snazzy infographic. So, how is the market performing? Who's up, who's down and why?

9. Dairy free ice cream

Free from is a burgeoning sector and it's weaving its magic on the ice cream aisles with a number of new launches in the past year. So, how are they performing? And, will the category giants be tapping this market any time soon?

10. Meal deals

Frozen meal deals offer ice cream brands an opportunity for growth. We find out who's tapping into this and how. Plus, have they been lucrative so far?