



# All Scream Ice Cream

Mintel has released their yearly report on the state of the ice cream category, and as always it is a goldmine of information. Their key takeaways are that classic and nostalgic flavours aren't going anywhere, that incorporating better-for-you ingredients remains of interest, and that embracing ethical and planet-friendly practices while also addressing sugar reduction concerns will become increasingly important.

Summer in the Northern Hemisphere has been a delightful showcase for ice cream innovation, which we highlight in this report.

- Ice cream launches featuring no added sugar claims have remained consistent. (Mintel GNPD, 2023)

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- 53% of all launches in ANZ region held a ethical & environmentally friendly claim. (June 2022 - June 2023, Mintel)

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- The retro trend continues to dominate in ice cream. (TFP,2023)

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- Chocolate is a current focus of taste and texture innovation. (Mintel GNPD, 2023)

## On the Shelves



The White Moustache Persian Cucumber Probiotic Pops. Using nutrient-dense whey. (USA)



Cosmic Bliss Organic Grass-Fed Dairy Ice Cream prioritises preserving the planet by using 100% grass-fed cows with regenerative organic principles. (USA)



Creamier No Matter the Weather Earl Grey Lavendar Ice Cream. A fusion of floral and citrus notes. (Singapore)



Appleby Farms Passionfruit Ripple Frozen Yoghurt. Health star rating of five out of five. (NZ)



## On the Menu



Coconut vegan ice cream infused with smoke, deep layered with vegan fudge and gluten-free graham crumble. Big Spoon Creamery. (USA)



Miso peanut butter brownie ice cream. Oddfellows Ice Cream. (USA)



Paloma flavour ice cream: fresh pink grapefruit, tangy limes, refreshing schweppes soda water and agave nectar. Ruby Violet. (UK)



Lavender and honey ice cream. Milk Train. (London, UK)

Ice cream is a quintessential comfort food. Flavour familiarity and leaning into nostalgia can help consumers relax in uncertain times. But sometimes, you just need something a bit more exciting...

Drawing inspiration from culinary trends and global pantry ingredients, new launches in the Northern Hemisphere's summer saw them introducing enticing and unconventional combinations. Some of the flavours gaining popularity include popcorn, peanut, lavender, strawberry, summer tipples, chocolate, and tea, alongside intriguing 'swicy' and 'swalty' creations. This trend sees flavours like strawberry and Sichuan pepper paired together, exemplifying the exciting and diverse range of flavours making waves in the ice cream scene.



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