



‘Swavoury’ The Rise of Sweet and Savoury Ice Cream

There is a clear trend towards savoury ice cream occurring at the moment. This has been driven by consumer curiosity, and a desire for headline-grabbing experiences, but also by pop culture. In late 2023 pop star Dua Lipa posted on Tik Tok about enjoying ice cream with olive oil and salt, which spurred many consumers on to start experimenting with savoury ice cream flavours.

Of course, savoury ice cream is not completely new! Heston Blumenthal famously created an Egg and Bacon-flavoured ice cream in the 2000s, and the divisive Kikkoman Soy Sauce ice cream of the 2010s. As TFP notes, the modern savoury ice cream launch is more refined, using subtle umami notes to create complex flavours. Think creamy vanilla gelato topped with truffle oil, caramel ice cream with a hint of gochujang or chocolate chip combined with subtle wasabi.

- Savoury ice cream launches are about 60% more common in APAC than North America. (Mintel GNPD, 2020 - 2025)
- 24% of US Millennials say that savoury flavours would motivate them to buy more ice cream or frozen treats. (Mintel, 2024)
- About 4 in 10 US consumers say they would try a new and unusual flavour from their ‘go-to’ ice cream brand. (Mintel, 2024)
- Broaden appeal by combining well-loved familiar flavours with savoury flavours. (Mintel, 2024)

On the Shelves



Opa Opa, Greek Style Ice Cream
made using both Olive Oil and
Olive jam. (Bulgaria)



Van Leeuwen, Tapatio Mexican
Hot Chocolate French Ice Cream.
Made using Tapatio hot sauce for
an added kick, along with
marshmallows and fudge swirls.
(USA)



Imuraya, Vanilla Ice Cream with
Burnt Sweet Soy Sauce. Limited
edition product combining vanilla
and sweet soy sauce flavours.
(Japan)



Yee Kwan, Chocolate Miso Gluten Free
Ice Cream. Contains 5% miso paste.
(UK)



TEXTURE



HEALTH &
NUTRITION



COLOUR



FLAVOUR



& MORE

On the Menu



Strawberry Black Pepper Ice Cream, from Bar Ape in Toronto. Black pepper and strawberry is an unexpected but well balanced flavour combination. (Canada)

Image via Instagram @bar_ape



Tahini Apricot Ice Cream from Milkman Milk Bar in Alberta. Tahini is made up of ground sesame seeds, giving a deliciously nutty and toasted flavour. (Canada)

Image via Instagram @milkman.yq



Stracciatella gelato with truffle olive oil and freshly grated black truffle, from Gusto da Gianni in Brisbane. The classic ice cream flavour pairs beautifully with umami-rich truffle. (Australia)

Image via Instagram @gustodagianni



Wasabi chocolate chip and strawberry kiwi ice cream, from Oddfellows Ice Cream in NYC. Pairing wasabi with fan-favourite choc chip ice cream helps to make it accessible for more consumers.

(USA)

Specific flavour combinations that have gained attention in the US, UK and APAC include vanilla with olive oil, caramel with gochujang, and red bean and matcha ice cream.

To help maximise appeal, brands need to highlight the sweet nature of these ice creams - fundamentally, they are still a sweet treat, just with a swirl of savoury goodness. This helps to reassure consumers and encourages them to purchase these products for dessert.

Finding the right price point is crucial for savoury ice cream launches. Consumers are undeniably interested in these products, but a higher than usual cost can put them off. Research shows that consumers are less likely to pay more for something they're hesitant about. However, savoury ice cream launches can be an excellent way to attract consumer attention and grow brand awareness.



HW Hawkins Watts Offerings

- ✓ A large range of natural flavours, oleoresins and flavour extracts.
- ✓ Complementary natural colours.
- ✓ Taste modulators.
- ✓ Textural solutions.

Please contact Hawkins Watts for more information
Australia

+61 3 9561 3710 sales@hawkinswatts.com.au

New Zealand

+64 9 622 2720 sales@hawkinswatts.com



TEXTURE



HEALTH & NUTRITION



COLOUR



FLAVOUR



& MORE