

The Grocer : Ice Cream Digital Edition

Research on behalf of The Grocer – January 2018

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The
Grocer



Over three in ten (31%) respondents consume ice cream regularly with over half eating ice cream at least monthly



31%

of respondents are **regular** ice cream eaters

15%

of respondents only eat ice cream when the weather is **hot**



- Both **males** (4%) and the **25–34s** (8%) are significantly more likely to eat ice cream **every day**
- It is also **males** (27%) who are significantly more likely to eat ice cream **once a month**
- Eating ice cream on a **rare occasion** is significantly higher for **females** (32%)



Just **2%** of respondents eat ice cream **every day**



A further **12%** eat ice cream **a few times a week**



Under one fifth (**17%**) eat ice cream **once a week**



Almost one quarter (**24%**) said they eat ice cream **once a month**



Over one **quarter** (**27%**) said eating ice cream is a **rarity** for them, with just **3%** stating that they **never** eat ice cream

Half of respondents eat 'handheld' ice creams when they are out and about, with over three in ten (31%) choosing to eat theirs at home on the sofa/in front of the TV



Exactly **half** of respondents eat their 'handheld' ice creams when they are **out and about**



Over three in ten (**31%**) eat theirs **on the sofa/in front of the TV** at home



Over one quarter (**26%**) are more impulsive, choosing to grab one **whenever the mood takes them**



Over one tenth (**13%**) eat their 'handheld' ice cream in a more formal setting at the dinner table as a **dessert**



7%
of respondents don't eat 'handheld' ice cream

Eating 'handheld' ice cream at the dinner table as a **dessert** is significantly higher for males

15%



Almost half (48%) of respondents think that a 500ml ice cream tub contains up to 4 individual portions. Females are significantly more likely to think this size tub contains more than 5 portions



Under one fifth (**17%**) think that there are **up to 2** portions in a 500ml tub



Males are significantly more likely (**20%**) to think there are **up to 2** portions



Over three in ten (**31%**) think there are **between 3-4** portions



A similar number (**32%**) think there are **5 or more portions** in a 500ml tub



Females are significantly more likely (**35%**) to think there are **5 or more** portions



One fifth of respondents (**20%**) aren't sure about how many portions of ice cream are in a 500ml tub



The **55+** are significantly more likely to be **unsure** over how many portions there are (**31%**)

In terms of format, almost half (48%) buy tubs of ice cream most often. Females are more likely than males to be encouraged to eat a bigger portion of ice cream if it were lower in calories – but would stop short of eating a whole tub



- Almost half (48%) of respondents purchase **tubs** of ice cream most often
- Exactly **one quarter** buy **handheld** ice creams, this is significantly higher for **males** (28%)
- Over one quarter of respondents (26%) are equally likely to buy **either** format



- Over one third (36%) would be **more likely** to have a bigger portion if the ice cream they were eating was **low calorie**, significantly more so for **females** (40%)
- Almost four in ten (39%) are **neutral** to the idea, significantly more so for **males** (42%)
- Exactly **one quarter** of respondents are **unlikely** to have a larger portion, again, significantly more so for **males** (28%)



- Over half (51%) would **not** eat a whole tub of ice cream if it contained **fewer than 250 calories**

Around one third (33%) would pay more for a lower calorie brand, with females more likely than males to be willing to pay extra. Most would be willing to pay up to 10% more



- Over three in ten (**33%**) would be willing to **pay more** for a **lower calorie** ice cream brand, this is significantly higher amongst **females (36%)**
- The majority (**67%**), would **not** be willing to pay any more money, this is significantly higher for **males (69%)** and the **55+ (77%)**

- Of those who would be willing to pay more, over seven in ten (**71%**) would be willing to pay **up to 10%** more for a lower calorie ice cream brand
- Just over one fifth (**21%**) would be willing to pay **over 10%** more for a lower calorie brand, this is significantly higher for **males (25%)**

In terms of purchase behaviour, males tend to stick to the same flavours and brands, with females more open to trying new brands and flavours on a regular basis



30%

Try new **brands** and **flavours** of ice cream **often**, and this is significantly higher for **females** (**33%**)



Over one quarter (**27%**) tend to stick to their preferred ice cream brand but are **willing** to try **new flavours** by that brand

Over one fifth (**22%**) stick to their favourite flavour but are **willing** to try **different brands** offerings

Over two in ten (**21%**) stick with the **same flavour** and **same brand**, with **males** (**23%**) significantly more likely to do so

The flavour and the price are the most important factors to respondents when buying ice cream. Over one third (38%) feel it is important to buy ice cream from a brand that they trust

The **most important** factors for consumers when buying ice cream are...



79% Flavour

Significantly higher for females (82%)



67% Price



38% A brand you trust



35% Size



14% Sugar content



11% Calories

Significantly higher for females (14%)



9% Ethical source of ingredients



5% Dairy free

Key Take Outs...



- Over three in ten (31%) **regularly** eat ice cream, with **males** more likely to eat ice cream on a more regular basis.
- **Handheld** ice creams are mostly eaten as a treat **out and about** or at home whilst in front on the TV/on the sofa. Over one quarter (26%) are more impulsive when it came to their handheld ice cream consumption, choosing to indulge whenever the mood takes them.
- **Males** are less knowledgeable when it comes to **portion size**; feeling significantly more that a 500ml tub contains **2 portions or less** (20%), with **females** (35%) significantly more likely to think the same tub contains **5 or more** portions.
- **Females** (40%) are the most likely to be encouraged to eat a **bigger portion** of a **lower calorie ice cream** product – but this stops short of finishing off a whole tub, with **males** more likely to polish off an **entire tub** of lower calorie ice cream (51%).
- Around **a third** (33%) would be willing to **pay more** for a brand offering a lower calorie product, with **females** (36%) finding this offer particularly appealing.
- **Males** (21%) are more likely to be creatures of habit when it comes to their ice cream consumption, tending to stick to the **same flavours** and **brands** of ice cream. Three in ten consumers are open to trying new flavours and brands on a frequent basis.

Appendix

Approach & Demographics



Approach and Panel

- We conducted an *online omnibus survey* with *1,004 adults* aged *16+* across *England, Scotland, and Wales* between *8th January and 12th January 2018*
- The survey took place using our sister-company *toluna.com online panel* which consists of members of the *general public* who have opted in and voluntarily agreed to participate in online research studies.
 - Through careful recruitment and management, *we are able to rapidly survey large numbers of the general population* and accurately *represent the views of the nation*.

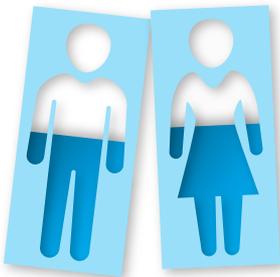


Omnibus Audience

A representative Sample

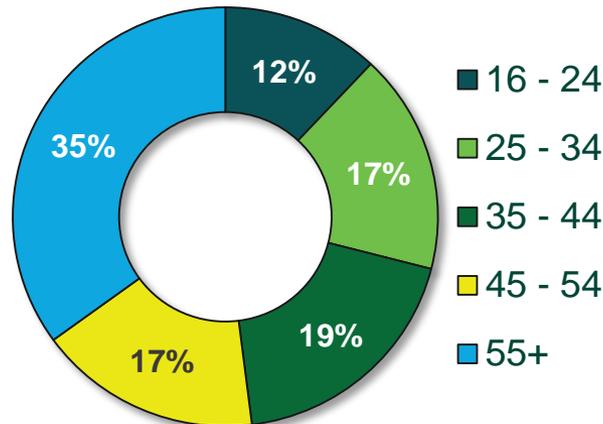
- The results of the study were weighted to best reflect the size and shape of the population of the UK
- This means that the results in this report reflect an audience that is as true as possible of the GB population with the same age, gender and regional profile. The audience profile is detailed below.

Gender

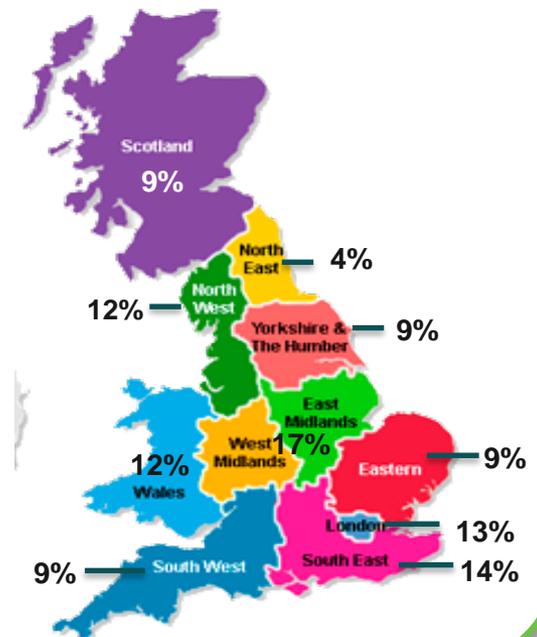


49% 51%

Age



Region



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