

Ice Cream in Singapore

June 2023

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Ice Cream in Singapore - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bulk dairy ice cream continues to drive sales and growth due to appeal of at-home consumption

Consumers' unwavering brand loyalty amidst price rises for ice cream

While hotter summer weather boosts ice cream consumption, brands and retailers face rising energy costs

PROSPECTS AND OPPORTUNITIES

Product innovation set to drive strong growth as consumers seek novelty

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Increasing competition for traditional ice cream, with growing popularity of frozen yoghurt and acai sorbet in retail

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