

# Ice Cream in China

June 2024

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Ice cream declines in 2023, and 2024 is another challenging year  
Leading dairy manufacturers and snacks giants join the competition in ice cream  
Dessertification expands ice cream consumption scenarios

### PROSPECTS AND OPPORTUNITIES

Ice cream forecast to see limited value growth  
Alcohol, savoury flavours, and unique shapes elevate the novelty of ice cream  
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