

Ice Cream in India

October 2023

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Ice Cream in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ice cream displays low double-digit value growth in 2023
Product innovation using local insights to increase consumption occasions
Strengthening partnerships with quick commerce players to drive home consumption of ice cream

PROSPECTS AND OPPORTUNITIES

Entry of different players set to intensify competition within ice cream
Product integration and cobranding efforts will continue to add new layers of growth
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