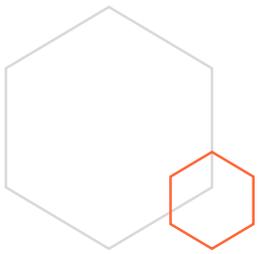




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ICE CREAM SEASON



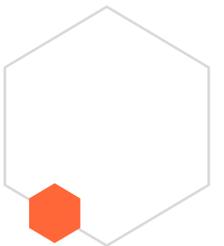
## INTRO

Europe has already experienced record-breaking temperatures this summer. This calls for some much-needed cooling down, and what better way to do this than with tasty and cold ice cream?



These recent warm weeks were the perfect time to ask our large community of mobile users to tell us about their consumption of and purchasing behavior regarding ice cream.

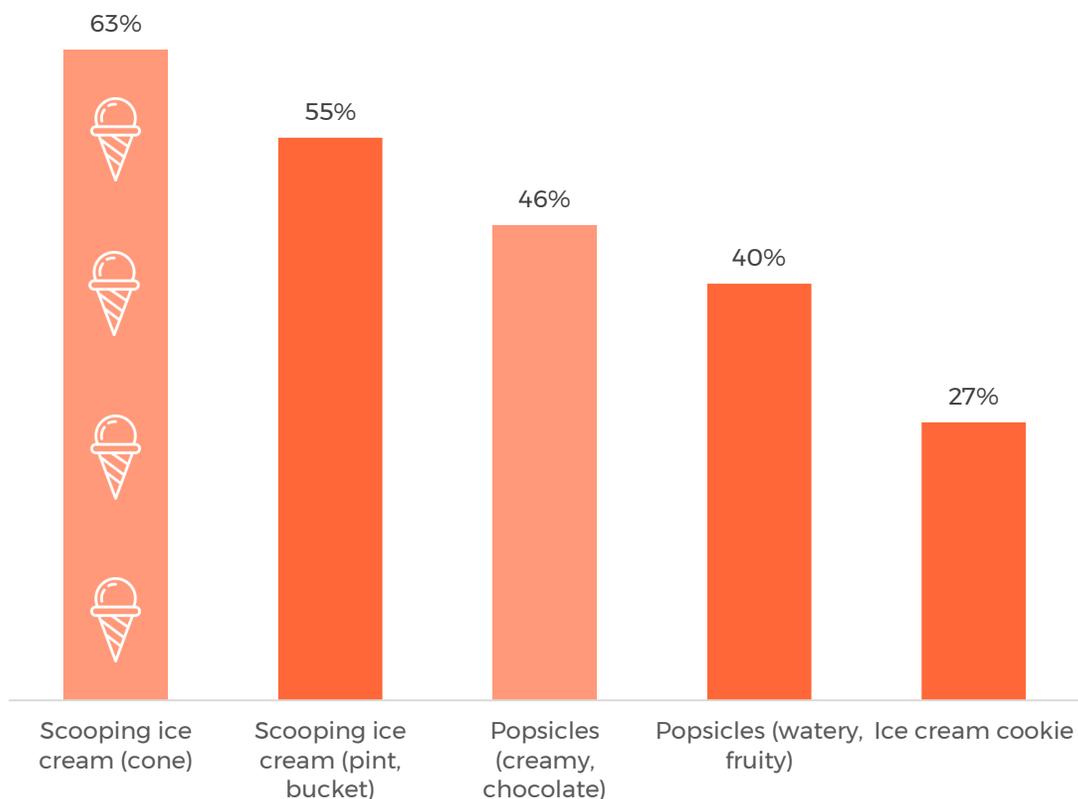
Find out more about preferred brands, consumption routines and preferences in our [Ice Cream Season Consumer Report](#).





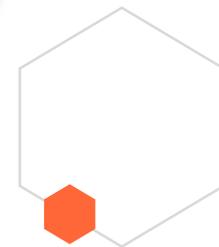
## ICE CREAM FOR ALL!

An impressive amount of Europeans (96%) consume ice cream. Ice cream served by the scoop in a cone appears to be most popular (63%), followed by ice cream from a pint (55%) and cream-based popsicles (46%).



### Fun facts

- Consumers in the Netherlands demonstrate a higher-than-average preference for water-based popsicles (57%) and a lower preference for ice cream cookies (12%).
- In Belgium, only 23% of consumers choose cream-based popsicles, while 67% prefer ice cream from a pint or bucket.
- Italian consumers have the highest preference for ice cream served in a cone (70%).

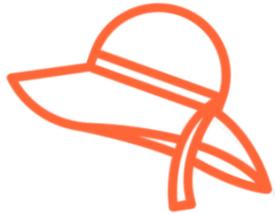




# ICE CREAM CONSUMPTION ROUTINES

Unsurprisingly, there appears to be a seasonal distinction between the frequency with which ice cream is consumed. The majority of Europeans state that they eat ice cream regularly in spring and summer and only sometimes during autumn and winter.

## SPRING / SUMMER



**“Regularly”**  
**41%**

## AUTUMN / WINTER



**“Sometimes”**  
**58%**

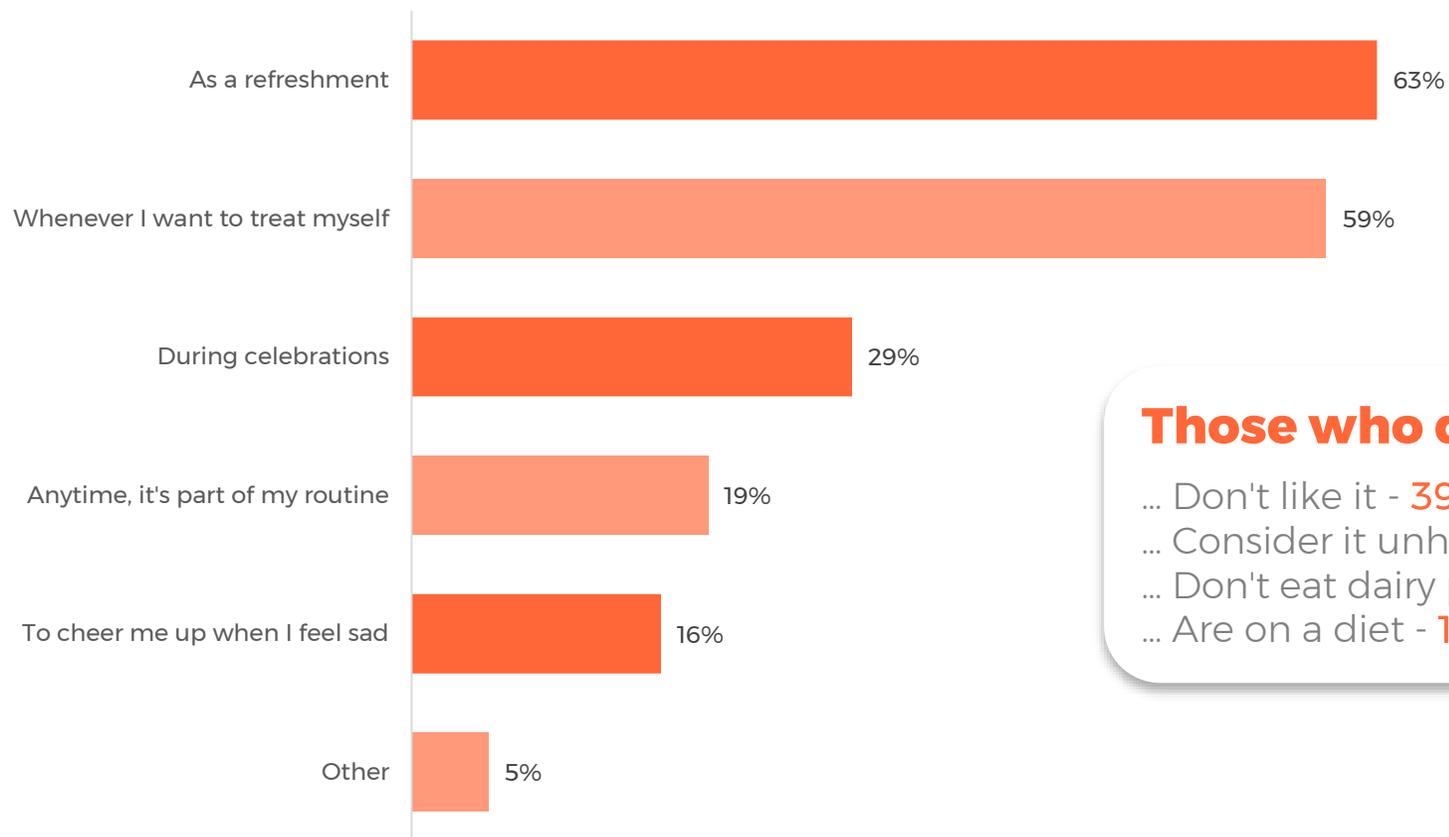
### Fun facts

- Spain has the highest percentage of inhabitants who do not eat ice cream during the colder months (19%).
- On the contrary, the UK and Germany have the most inhabitants who do eat ice cream during the colder months (UK: 93% DE: 92%).



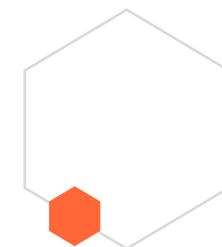
# REASONS TO CONSUME ICE CREAM

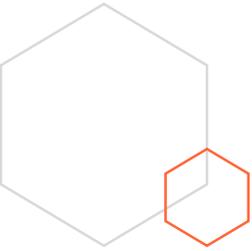
On average, **63%** of Europeans eat ice cream as a refreshment. Survey results also show that for **59%** of Europeans, ice cream is considered a treat.



## Those who don't eat ice cream...

- ... Don't like it - **39%**
- ... Consider it unhealthy - **21%**
- ... Don't eat dairy products - **23%**
- ... Are on a diet - **11%**

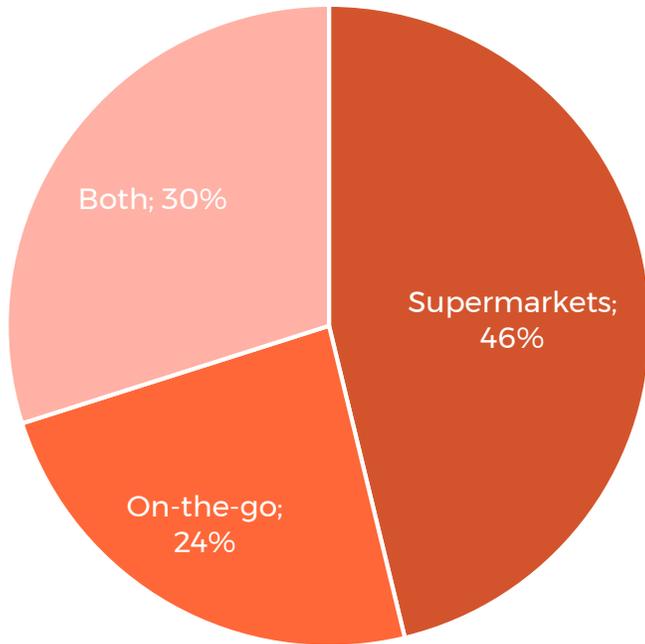




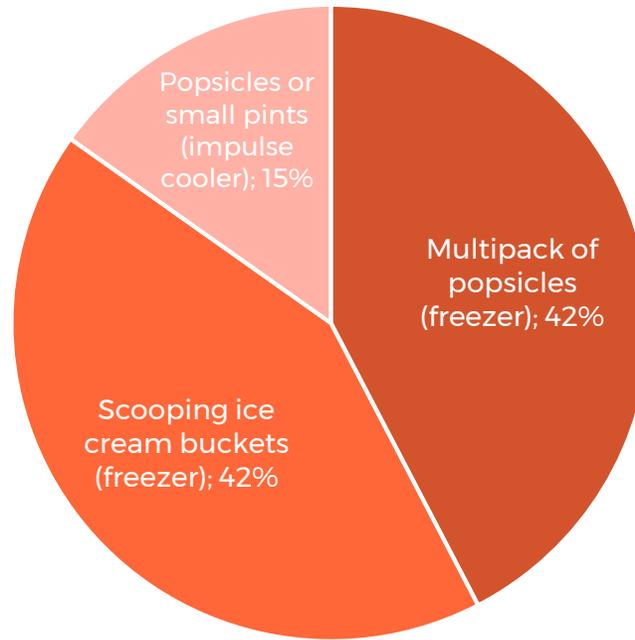
# SHOPPING CHANNELS AND QUANTITY

European consumers mostly go to supermarkets to buy their ice cream (46%), where their preference is split between buying multipacks of popsicles and buying scoopable ice cream (42% for each).

SHOPPING CHANNEL



QUANTITY FROM SUPERMARKET



## Fun fact

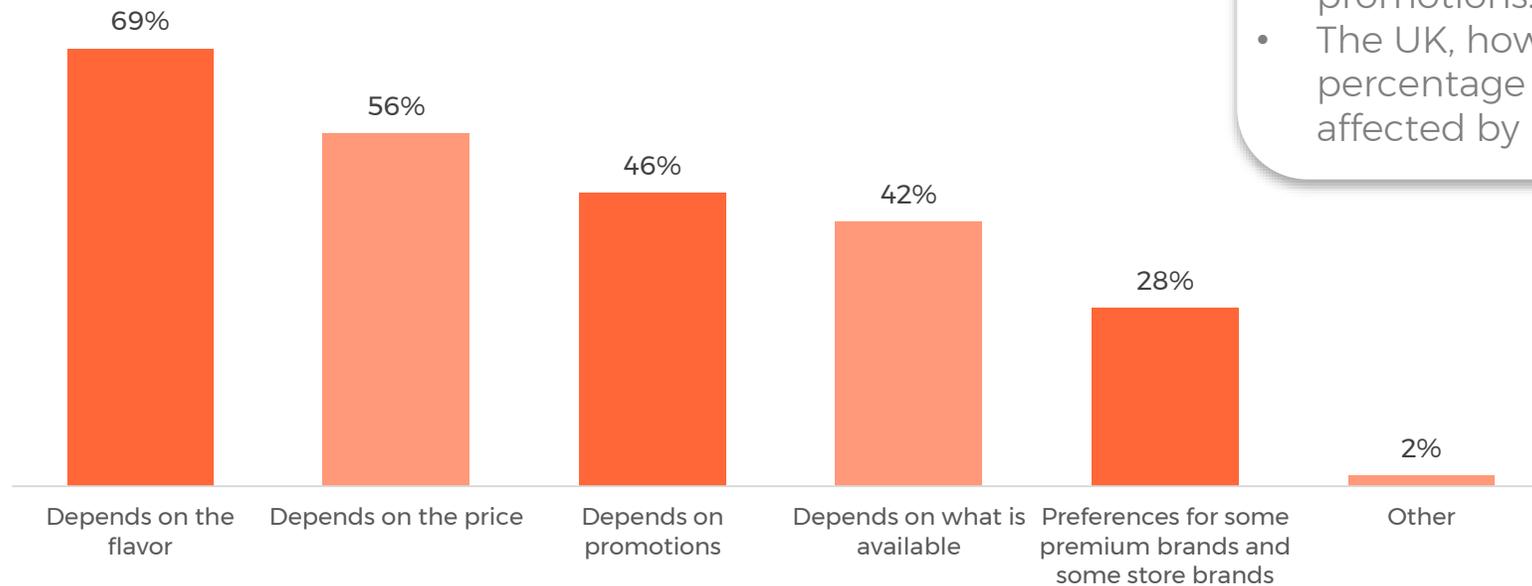
The Dutch show a higher percentage of consumers (62%) who buy multipacks of single-sized popsicles than the European average (42%).



# PREMIUM BRANDS OVER STORE BRANDS

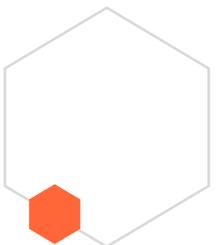
When it comes to buying ice cream in the supermarket, store brands seem to be least preferred among customers (13%). 37% of consumers purchase only premium brands, and 50% buy both premium and store brands.

## WHY BOTH PREMIUM AND STORE BRANDS?



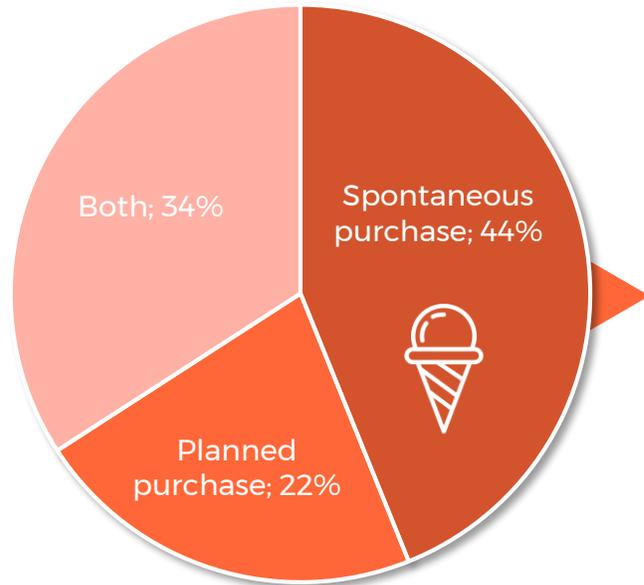
## Fun facts

- Compared to the European average (46%), only 9% of German consumers claim that their ice cream purchases are influenced by promotions.
- The UK, however, shows a remarkably high percentage of consumers whose purchase is affected by promotions on ice cream (68%).



# ENJOYING ON-THE-GO ICE CREAM

For **44%** of Europeans, buying an ice cream on-the-go is a spontaneous purchase. However, **22%** of Europeans state that they usually plan this purchase upfront, and **34%** of Europeans do both.

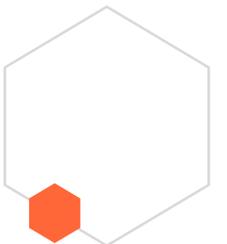


## Where to go for ice cream on-the-go?

- Ice cream store - **56%**
- Regular supermarket - **21%**
- Bar, kiosk - **8%**
- Petrol station - **5%**
- Convenience store - **4%**
- On-the-go supermarket - **4%**

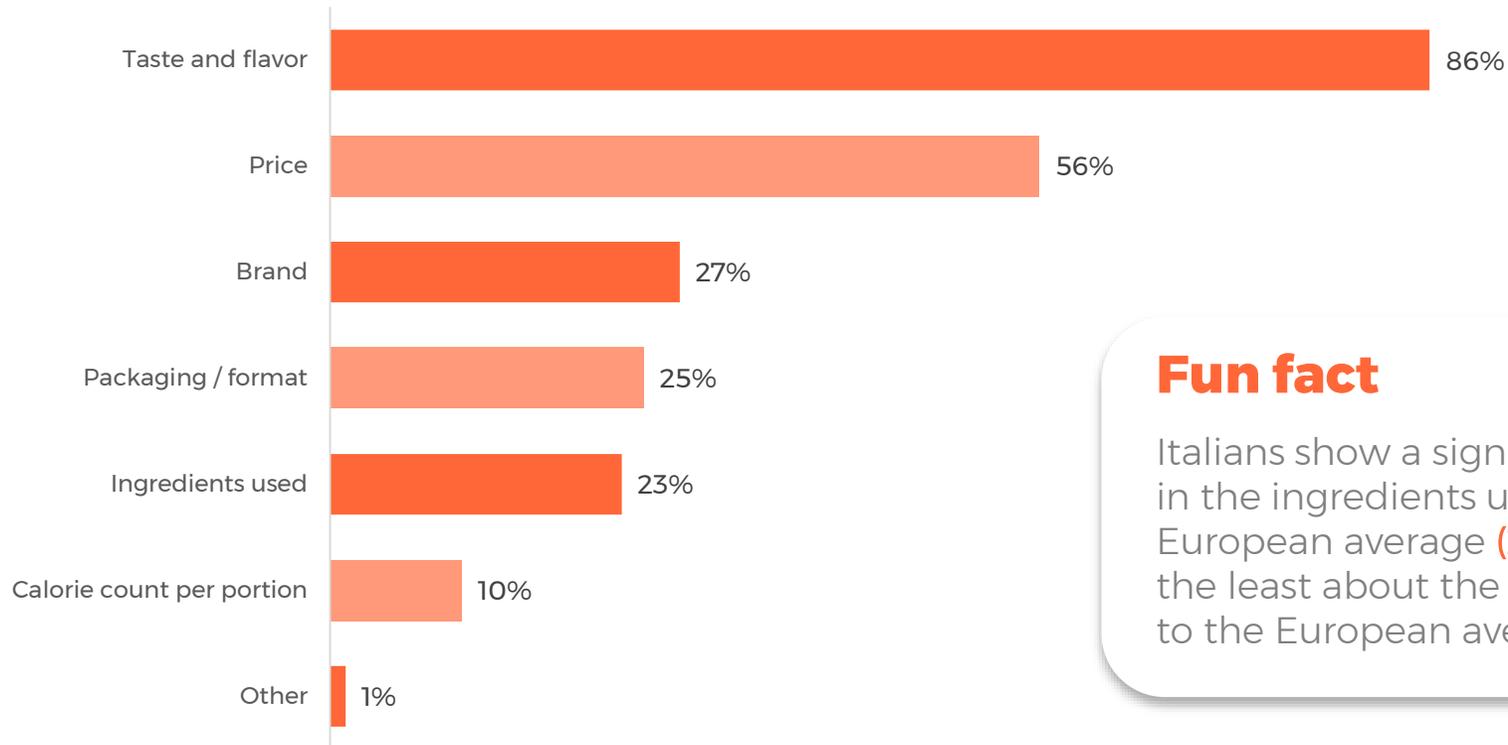
## Fun facts

- Italians (**89%**) and Germans (**72%**) get most of their on-the-go ice cream from ice cream stores.
- The convenience channel is more popular in the UK (**19%**) than in the rest of Europe (**4%**).
- Spanish consumers tend to get their on-the-go ice cream in regular supermarkets (**40%**).



# WHAT MAKES THE PERFECT ICE CREAM?

For **86%** of consumers the taste and flavor of ice cream is the most important factor in their purchasing decision. In second place comes the price of the product (**56%**). It seems that few consumers take into account the amount of calories (**10%**).



## Fun fact

Italians show a significantly higher interest in the ingredients used (**42%**) than the European average (**23%**). Italians also care the least about the price (**36%**) compared to the European average (**56%**).



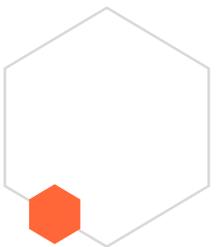
# MOST POPULAR POPSICLE ICE CREAM BRANDS

Netherlands	Belgium	UK	Spain	Germany	Italy
					
					
					



# MOST POPULAR SCOOPING ICE CREAM BRANDS

Netherlands	Belgium	UK	Spain	Germany	Italy
					
					
					

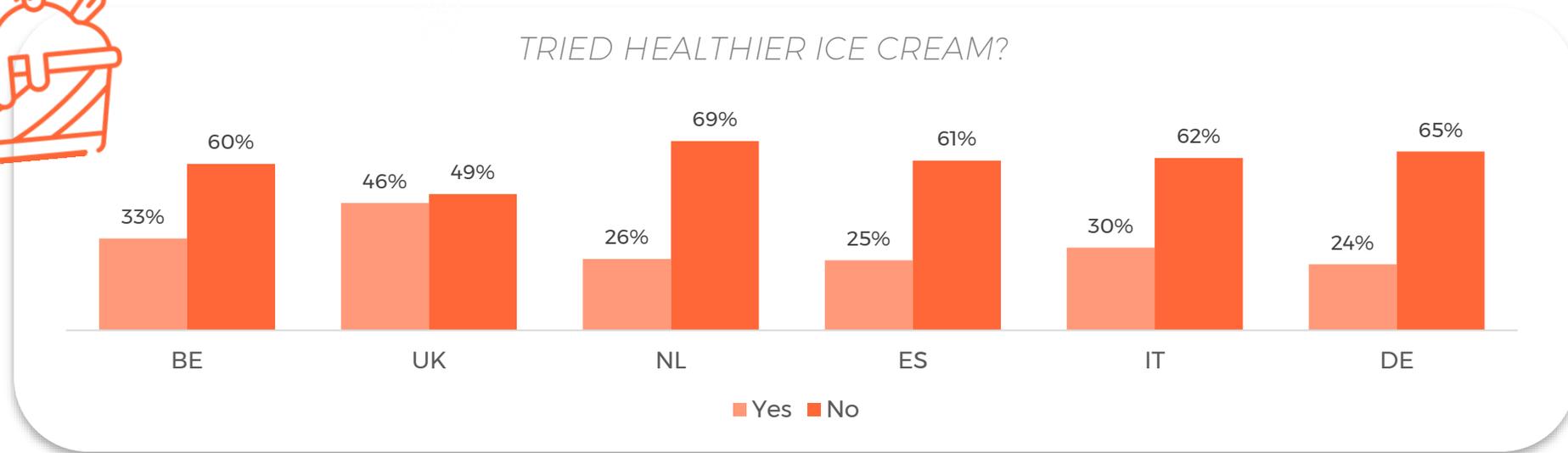




## HEALTHY ICE CREAM TREND

There is an ongoing trend of choosing healthier options for treats. With ice cream being considered a treat, established brands have started offering healthier alternatives for their products, but new brands have also emerged with high protein, low-calorie, and dairy- and gluten-free options. Most Europeans, however, claim to have not yet tried healthier ice cream products.

The UK shows the highest amount of people consuming healthier ice cream (46%).



# MOST POPULAR HEALTHY\* SCOOPING ICE CREAM

*\*high in protein, lower in calories, dairy-free, gluten-free etc.*

Netherlands



Belgium



UK



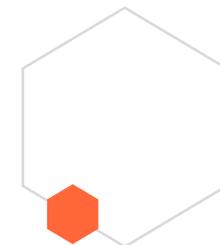
Spain



Germany



Italy





## CROWDSOURCING SOLUTIONS FOR FIELD MARKETING

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The findings presented in this report are based on the results of an investigative task submitted to the Roamler Crowd during the month of July 2019. The purpose was to determine the crowd's purchasing practices when it comes to ice cream products. The findings take into account data collected from **5.357** respondents, located in Italy, Spain, UK, Belgium, The Netherlands and Germany.

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Would you like to receive more information?

Contact us at [press@roamler.com](mailto:press@roamler.com)

[www.roamler.com](http://www.roamler.com)

