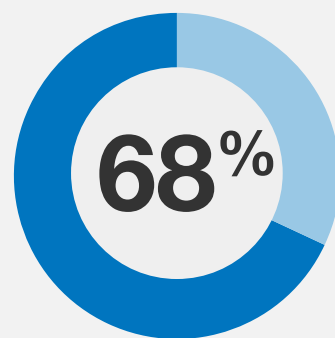
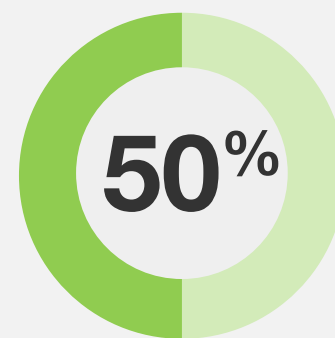


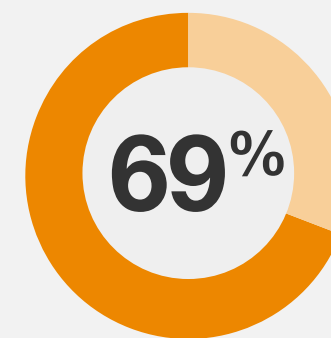
Most consumers don't buy ice cream in accordance with a specific dietary requirement



68% eat ice cream with something else, from a topping of sprinkles to a hot drink



Half of consumers eat ice cream because it's indulgent

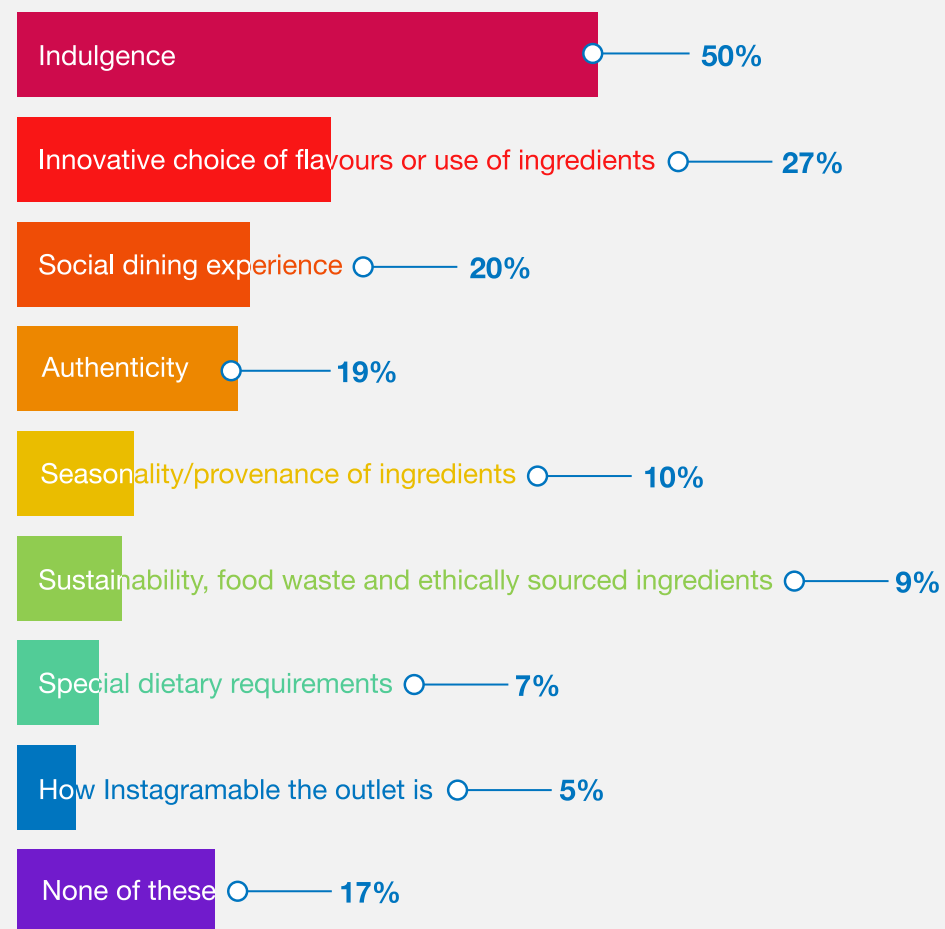


Most consumers will pay more for ice cream if it's subject to premiumisation



25-34 year olds are most likely to consider how Instagrammable the outlet is

Ice cream is eaten by consumers throughout the day, from morning to night. But what impacts the decision to buy ice cream out of home?



Over a quarter of consumers (27%) eat ice cream with a topping, like sprinkles or sauce



More than a fifth of consumers (24%) eat ice cream with a baked treat, like a cake, pancake, waffle or cookie



Ice cream with an innovative flavour or use of ingredients is preferable for more than a quarter of consumers (27%)



Over half of consumers (57%) spend £3.00-£4.99 on a single purchase of ice cream



More than a third of consumers (37%) will pay more for ice cream made using fresh ingredients, like real fruit instead of a flavoured paste

For more information, please call Carpigiani UK on **01432 346018**, or visit carpigiani.co.uk

The scoop

Ice cream presents a huge opportunity 24/7, 365 day a year - here's what consumers enjoy