



**Euromonitor
International**

Ice Cream in the United Kingdom

June 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

At-home indulgence fuels recovery of ice cream market

Branded players regain ground thanks to focus on innovation and channel expansion

Online and convenience channels grow, challenging the dominance of supermarkets.

PROSPECTS AND OPPORTUNITIES

Sales are projected to increase driven by price hikes and innovation in plant- and water-based products.

Bite-sized ice creams are booming as they meet demand for healthier, portion-controlled indulgence.

Innovation in fortified ice cream is accelerating, increasingly appealing to fitness-focused consumers

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DISCLAIMER

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