

# Ice Cream in India

October 2024

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## Ice Cream in India - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Spike in sales of ice cream on the back of heatwaves in 2024

The competition is expected to intensify in ice cream

Urban consumers gravitate towards e-commerce platforms

#### PROSPECTS AND OPPORTUNITIES

While the outlook remains strong, ice cream is expected to witness challenges

Ice cream set to experience premiumisation going forward

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