

TOP TRENDS TO MAKE YOUR OWN IN THIS ECCENTRIC ICE CREAM ERA

Ice cream may be a timeless, classic indulgence, but a train full of consumer-craved trends just left the station, and it's time to get on board. Which trends align with your brand and manufacturing style? Innovating your product line could mean big opportunities to attract new consumers and grow your brand.



LOW CALORIE ICE CREAM

Helps calorie conscious consumers feel less guilty about indulging.



NON-DAIRY ICE CREAM

Appeals to the lactose intolerant, vegan consumers & those on a special diet. Think coconut, almond, or oat milk.



FUNCTIONAL BENEFITS

Deliver indulgence and an added sense of well-being from probiotics, protein, fiber, or CBD.



ALL THE FIXINGS

Turn ice cream into a fully loaded treat with extra layers, textures, toppings, and fillings.



FLAVOR MIX & MASH UPS

Help new flavors emerge when two different flavors or food categories unite, like a confection and ice cream.



REFINED FLAVORS

Appeal to palates that crave unique, sophisticated flavors, like ethnic flavors, alcohol, tea or spices.



SAVORY & SALTY

Creations produce unparalleled taste experiences from funkier flavors, like salty pretzels, avocado, blue cheese, and much more.



CRAFT & SMALL BATCH

Products have an exclusive feel and can entice consumers to try now or regret missing out on a one-of-a-kind product.



SNACK-SIZED ICE CREAM

Brings a dessert into the munching zone, helping snack-loving consumers enjoy small, portable ice cream treats whenever cravings strike.



CUSTOMIZED OPTIONS

Put consumers in control of their dessert and allow them to make their ideal treat, from rolled, dipped, or topped ice cream possibilities.