

ICE CREAM CATEGORY TRUTHS

Highly seasonal



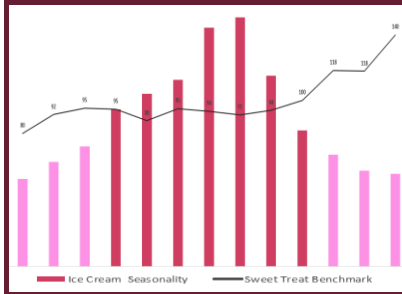
Everybody eats ice-cream

Penetration **91%**



But Consumption per Capita has room to **GROW**

Opportunity to deseasonalise



SPEND: 56% SHOPPERS DO NOT MIND PAYING MORE (index 133)

AWOP: 38% SHOPPERS OFTEN BUY EXTRA (index 152)

55% SHOPPERS LIKE TO TRY SOMETHING NEW OR DIFFERENT (Index 153)

70% of the occasions are **at home**

alone or with the partner



Penetration by channel

& **Trade up**

-> **GROWTH** Opportunity



Future

growth potential

LUXURY ICE CREAM

4th
Most impulsive

category in store