



## Ice Cream and Frozen Desserts - Unique Texture

### Texture is the second most important attribute in purchasing frozen treats

Textural innovation in ice cream can engage consumers in new ways and encourage them to create new social bonds over these new experiences. Most launches focus on common textures (chunky and smooth), which may not fully capitalize on consumer desire to experiment with texture.



Important frozen treat attributes<sup>1</sup>

**72%**  
Flavor

**43%**  
Texture

**Use texture to engage ice cream eaters in new ways<sup>1</sup>**

Consumers are looking for comfort through food

Offering new sensations will appeal to consumers who are bored with their socially distanced routine

Inspiration from adjacent categories or from other markets should be explored, especially with younger consumers

Unusual textures could have transportive power for consumers who miss travelling or eating out

**Take consumers on a journey with texture<sup>1</sup>**

Sources: 1) Mintel Report, Ice Cream and Frozen Novelties, US, April 2020.

The applicability of label claims and the regulatory and intellectual property status of our ingredients varies by jurisdiction. You should obtain your own advice regarding all legal and regulatory aspects of our ingredients and their usage in your own products to determine suitability for your particular purposes, claims, freedom to operate, labeling or specific applications in any particular jurisdiction.

Whatever challenges you're facing, wherever you are in the world, we can help you craft innovative solutions that bring healthier, tastier foods and beverages to your consumers.

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