

TRENDS IN ACTION

PERMISSIBLE INDULGENCE IN ICE CREAM



56%

of consumers said they likely or definitely would buy this product¹

*Compared to 46% for the overall category**



75%

of consumers view this product as “indulgent”¹

*Compared to 72% for the overall category**



42%

of consumers view this product as “healthy”¹

*Compared to 30% for the overall category**

Dairy-based ice cream and frozen desserts category, USA
SOURCE: 1) Mintel Purchase Intelligence PHOTO: Mintel GNPD



Nicole Redini

Category Strategy Manager
Dairy, North America

“This product example shows how adjacent dairy brands are entering the better-for-you ice cream space, relying on unique plays to stand out. The use of ultra-filtered milk removes lactose to support digestibility, reduces sugars, and increases protein, positioning this product as a permissibly indulgent treat.”

**Contact your sales representative today to learn more
about partnering with Tate & Lyle.**

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