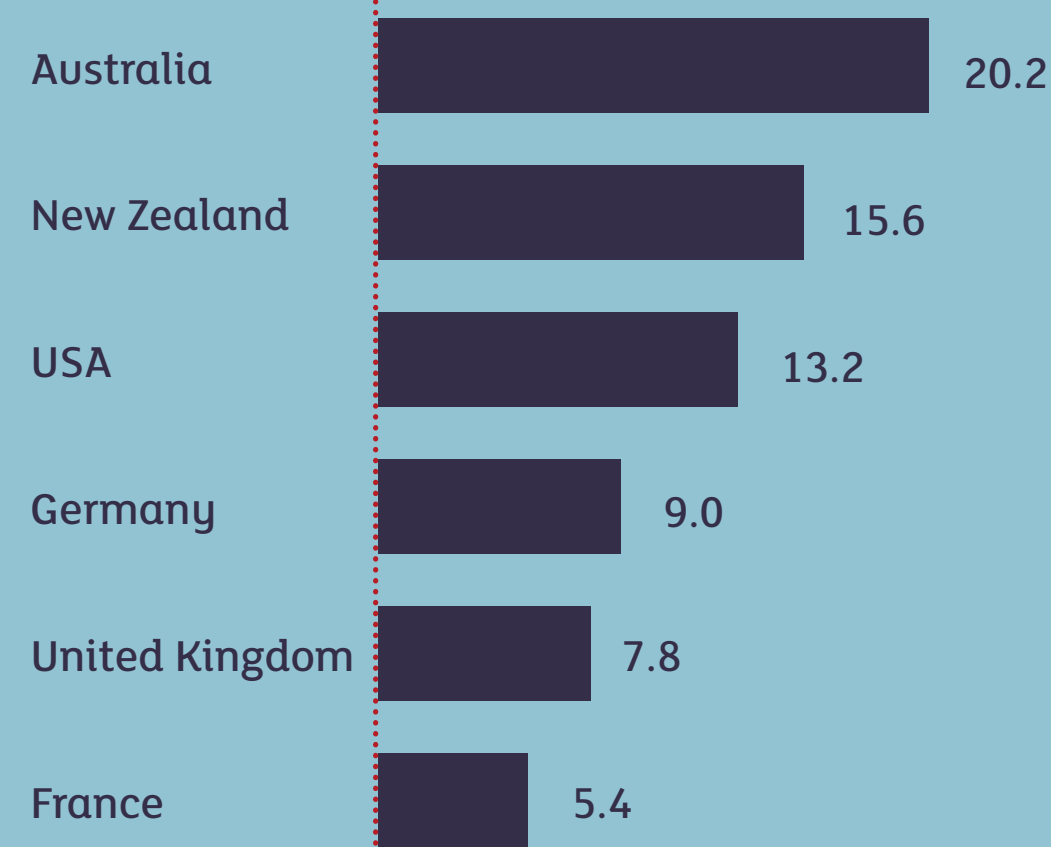


## THERE IS GROWTH POTENTIAL

Ice cream consumption per capita (litres / year)



## FREQUENCY OF CONSUMPTION

Driving frequency will unlock share and category growth

## EXPANDABLE CATEGORY

Ice cream is an expandable category, and after confectionery it is most likely to be purchased on impulse, so visibility and having the right range available is critical



of consumers make an impulsive decision to purchase ice cream once they are *in-store*

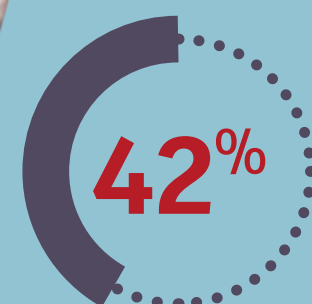
**KERRY**

Leading to Better

## OCCASIONAL TREAT

90%

of households buy ice cream in the UK

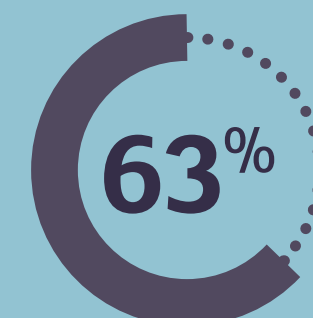


of UK consumers eat ice cream *once a month or less* across the year

## INNOVATION AND HEALTH PLAY A KEY ROLE

53%

of consumers would eat more ice cream if there were more low sugar and/or low fat options



of ice cream consumers love to try *new flavours*



Guilty Free

# PLEASURES

Welcome to the world of ice cream made better

**Kerry Can Help!**

Contact us at [kerrytaste&nutrition@kerry.com](mailto:kerrytaste&nutrition@kerry.com) for more information on how to achieve reduced fat, sugar and calorie ice creams but still achieve great taste!