



Ice Cream in Singapore

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Ice cream experiences modest retail value growth in 2025, with a focus on premium innovation

Unilever leads ice cream in 2025, with aggressive innovation and a multi-brand strategy

Supermarkets is the key channel for take-home ice cream, while convenience stores drives sales of impulse ice cream

PROSPECTS AND OPPORTUNITIES

Prevalence of ice cream parlours may threaten the growth of premium packaged ice cream in Singapore

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