Ice-creams and frozen desserts are frozen foods traditionally eaten as snacks and desserts. Most of the ice-creams are usually prepared from dairy products such as cream and milk. Sweeteners, stabilizers, preservatives, flavors, colors and emulsifiers are added to enhance the taste and shelf-life of these products. Various cultures in the world have different varieties of ice creams and frozen desserts popular in their countries, for instance, Gelato and Kulfi are popular traditional frozen delicacies in Italy and India respectively. Nowadays ice-cream novelties exhibit higher growth as ice-cream manufacturers strive for product innovation for new customer acquisition.

Asia Pacific exhibits higher growth than the mature markets of Europe and North America owing to rapid urbanisation rate in the emerging economies of China and India. Rapid urbanisation and higher disposable incomes have increased the ice-cream consumption in the emerging markets. Local brands owing to wider distribution network and clear understanding of the local taste and economics are able to leverage their capabilities better than the international brands.

This report segments the Asia Pacific packaged ice-creams and frozen desserts market by type and by channel with focus on the major economies of China, Japan, India, Australia and South Korea. Packaged ice-cream and frozen desserts market covers major categories like Ice-cream, Frozen novelties, Yoghurt, Gelato, Frozen custard.

The report throws light on the major distribution channels such as supermarkets, hypermarkets, department stores, convenience stores, kiosk, ice-cream specialty shops and mobile vendors.

The prominent players in this market:

- Unilever
- Gujarat Cooperative Milk Marketing foundation (GCMMF)
- Nestle
- General Mills.

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