



# Ice Cream in India

October 2025

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## Ice Cream in India - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Ice cream faces unprecedented weather disruption and intense competition from close substitutes  
Competition intensifies as niche brands target urban consumers  
Small local grocers continue to dominate amidst growing competition from quick commerce platforms

#### PROSPECTS AND OPPORTUNITIES

Health focused innovations will gain popularity, but high unit prices will remain a challenge  
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