

NEW ZEALAND ICE CREAM TRADE

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Total exports
10.1 million kilograms
(NZD 55 million)⁽¹⁾

Total imports
7.7 million kilograms
(NZD 50 million)⁽¹⁾

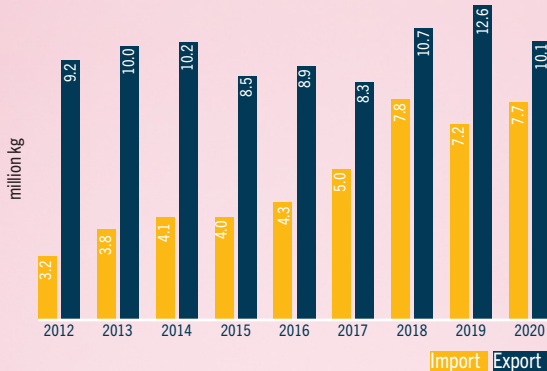


New Zealand's top export destinations
(by export value) 2020⁽¹⁾



- China (40%)
- Japan (29%)
- Australia (11%)
- Tonga (3%)
- Hong Kong (2%)

New Zealand imports and exports by volume (million kilograms) 2012 -2020⁽¹⁾



New Zealand exports of ice cream have fluctuated in recent years, reaching the highest export value (NZD 70 million) and volume (12.6 million kilograms) in 2019.

However, trade disruptions in 2020 due to COVID-19 resulted in a 20% decrease in export volumes. China remains the leading export destination for New Zealand ice cream, accounting for 36% of total export volume.

EXPORTS AND GROWTH

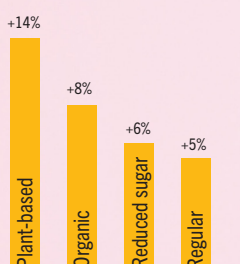
GLOBAL EXPORTS 2020⁽²⁾

- The global export volume of ice cream totalled 3.9 million tonnes in 2020, a decrease of 12% from 2019.
- Germany is the largest exporter of ice cream globally, accounting for 40% of total export volume in 2020, followed by France (15%), and the UK (6%).
- New Zealand remains a comparatively small exporter of ice cream, accounting for 0.3% of global export volume.

PROJECTED GROWTH 2021 THROUGH 2026⁽³⁾

- The global retail market is valued at USD 80 billion in 2021 and is forecast to increase by 5.4% per year, to reach USD 103 billion by 2026. The US, China and Japan are expected to remain the three largest retail markets for ice cream, accounting for 19%, 8% and 7% of the global market respectively.
- The global retail market for plant-based ice cream is forecast to increase by 14% per year between 2021 and 2025, to reach USD 1.3 billion.
- The New Zealand retail market value is forecast to increase by 4.2% per year (NZD 98.7 million), reaching NZD 531 million by 2026.

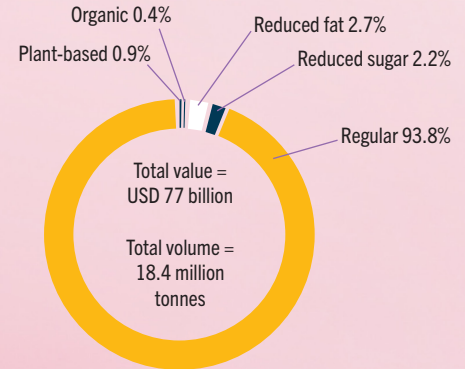
Forecast growth rate (global retail value), 2021-2025⁽²⁾



Plant-based ice cream is expected to have the highest growth rate over the next 5 years, but its share of the total market will remain very small, reaching 1.3% by 2025.

GLOBAL RETAIL ANALYSIS

Global retail market in 2020⁽³⁾



MARKET TRENDS



Brands are targeting new in-home consumption moments, such as film nights, as consumers spend increased leisure time at home.⁽⁴⁾



Although sitting outside the top 5 export markets, Singapore overtook Australia in 2020 as the number one overseas source of online search traffic for 'New Zealand ice cream'.⁽⁵⁾



Plant-based ice cream accounted for 7.5% of global ice cream product launches in 2020, rising from 3.7% in 2016. This market segment is set to see continued growth in the future.⁽⁴⁾



Growth in demand for unique flavour combinations, textures and celebrating native ingredients has been a feature in the Asia-Pacific region.⁽⁴⁾

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Ministry for Primary Industries
Manatū Ahu Matua



(1) Stats NZ (2021); (2) UN Comtrade (2021); (3) Euromonitor (2021); (4) Mintel (2021); (5) Google Trends

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