

The Grocer

THE DAIRYMEN 2025

Focus On: Ice Cream

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Since Little Moons went viral on TikTok in 2021, online has increasingly been the place to be for ice cream makers. There's been plenty of examples in the past few months alone. Take Doughlicious Extra Flamin' Hot Cookie Dough & Gelato Bites, which went on TikTok Shop in January. The following month, superstar YouTube collective The Sidemen rolled out a range of ice cream. More recently, Formula 1 driver Charles Leclerc launched a reduced-calorie ice cream brand on Gopuff.

So, who's doing what – and why? Which platforms are the most popular? Why? Which are the ones to be avoid? What brands are proving to be the biggest online hits? And the biggest flops?

Ad ban: How have ice cream brands prepared for the January 2026 clampdown on HFSS ads, which will see no ads at any time online. How will the change affect their online strategies?