

# The Grocer

Focus On: Ice Cream

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Could gelato be about to have its day in the UK retail? Sales figures and recent product launches suggests it might be. In a year that saw ice cream sales boom thanks largely to 2025's sweltering summer, gelato brands have seen value and volume sales grow in double digits. Meanwhile, [Tesco has launched a range of authentic gelatos under its Finest own label](#). How much of a threat is this to the market leaders? What's in store for 2026?

## Gelato

- What's the difference between ice cream and gelato?
- Do UK consumers understand the difference? Do they care?
- How important is the Italian connection – brand image and ingredient sourcing – to sales?
- How much have cost increases affected the category?
- Who are the other players in ice cream?

## Ownership

- The UK grocery ice cream market is heavily consolidated. How difficult does this make life for challengers?
- What impact with Unilever's spin off of its ice cream business have on the market?
- Posh challengers have tried to crack the UK market in the past and failed. What are other brands doing differently?

## Flavours & standard ice cream

- What are the different price brackets in ice cream?
- Who is dominating among the lower priced ice creams?
- How are producers doing that – via promotions, etc.?
- Which flavours are selling best? And which ones are tipped to be most popular in 2026?

## Innovations

We will profile four new products or ranges. We need launch date, rsp, and a hi-res picture of each.