

The Grocer

Focus On: Ice Cream

By Pola Lem (pola.lem@thegrocer.co.uk)

Publishing: 14 February 2026

Advertising deadline: 29 January 2025

Submissions deadline: 22 January 2025

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 will 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.