

Ice cream





THE FLAVORS *of the market*

Top 5 of flavors of ice creams launched in Europe

between January 2024 and December 2025



VANILLA

1.



CHOCOLATE
CHUNKS

2.



STRAWBERRY

3.



CARAMEL

4.



HAZELNUT

5.



FLAVORS ON THE RISE IN 2025



Mango



Raspberry



Pistachio

What's new in the world of *ice creams*?

The French ice cream market is evolving, shifting from a product consumed mainly in summer to one **enjoyed more regularly throughout the year**.

More and more French consumers are eating ice cream all year round. Around 52% say they eat ice cream outside the summer season, with sales growing during the coldest months. This trend reflects a **growing desire for pleasure and well being**, with particular attention to products that are more **natural, vegan, or lower in sugar**.

The sector is dominated by large companies, yet also enriched by the presence of **1,200 artisanal ice cream makers across France**, highlighting the diversity and richness of the market.

Ice cream comes in a wide variety of formats to suit every occasion: **cones and bars to go, single serve or family tubs**, as well as **sorbets** and more **elaborate dairy-based ice creams**. This diversity meets consumer needs, whether for a quick treat on the go or a convivial tasting at home.



Have you *seen these?*

Plant-based ice creams attract consumers seeking naturalness

Plant-based ice creams are experiencing rapid growth, driven by the rising demand for **dairy-free alternatives**. Consumers are seeking **products that are healthier, more natural, and environmentally friendly**, while still offering the same indulgence as traditional ice cream. Made with almond, coconut, or oats, these ice creams appeal both to lactose-intolerant consumers and to those pursuing a **healthier diet**.

Plant-based ice cream with raspberry and cookie dough flavor



COMPANY	The Ice Cream Maker
BRAND	The Icely Brothers
LAUNCH	Germany, September 2025

This **100% vegan product**, made with Italian almonds and certified organic, combines **naturalness** and **indulgence** through its recipe featuring **raspberry sauce** and **chunks of cookie dough**.

Charles & Alice plant-based stracciatella ice cream in a tub



COMPANY	Charles & Alice
BRAND	Charles & Alice
LAUNCH	France, August 2025

Charles & Alice's Plant-Based Stracciatella ice cream is made with **coconut milk** and enriched with **chocolate shavings**, combining creaminess and indulgence without using any animal-derived ingredients.

Gourmet fusion: cookies and ice cream unite



This **cross-category** trend between **ice cream and biscuits** is growing rapidly. By combining the creaminess of ice cream with the crunch of cookies, these products deliver **a richer, more indulgent sensory experience**.

This hybridization meets the demand for **pleasure, novelty** and **convenience**, while capitalizing on two key segments: snacking and dessert.

Oreo ice cream sandwich



COMPANY	Froneri
BRAND	Oreo
LAUNCH	Germany, October 2025

The famous Oreo cookies replace their usual cream with **vanilla ice cream**, creating an **ice cream sandwich** that is both crunchy and melt-in-the-mouth. This type of product appeals through its **playful character** and **ultra-indulgent taste**.

BN biscuit ice cream, strawberry flavor



COMPANY	LIQ
BRAND	BN
LAUNCH	Belgium, August 2025

BN is expanding into the ice cream aisle with the launch of two products inspired by its iconic biscuits, **strawberry** and **chocolate chunks**. The recipe combines **biscuit-flavored ice cream** with a **fruity** or chocolatey sauce, delivering an experience that is **indulgent, nostalgic** and **original**.



Mindful indulgence: the rise of mini ice creams

The trend of **bite size ice creams** is gaining strong momentum, driven by the search for **convenience** and portions, which allow them to in **moderation**. Consumers appreciate these smaller dulce without excess and enjoy a variety of flavors.

We are witnessing the rise of **ice cream bites**, **mini cones**, and **mini tubs** – small indulgences that cater to snacking habits while supporting more moderate consumption.

Mini ice cream bites with brownie and cookie flavor



COMPANY	Unilever
BRAND	Ben & Jerry's
LAUNCH	United Kingdom, October 2025

For winter 2025, Ben & Jerry's is launching its **Brookies & Cream Peaces**, small ice cream bites combining brownie ice cream with a gooey cookie dough center, coated in a white topping and sprinkled with chocolate crumbs. This launch reflects the rise of **bite-size ice creams**, convenient to enjoy at any time, and the brand's desire to heighten **indulgence** by pairing ice cream with baked elements such as cookies or brownies.

Mini milk chocolate ice cream bites with almond pieces



COMPANY	Lidl
BRAND	Gelatelli
LAUNCH	Slovakia, July 2025

Lidl offers small **vanilla ice creams** coated in **milk chocolate** and sprinkled with **roasted almonds**.

Don't miss out on these *other launches this year!*

Dubai chocolate: the flagship flavor of the year

In 2025, **Dubai chocolate** made a strong impact on the sweet products market, and the ice cream sector was no exception. While pistachio remains a classic flavor, many launches this year have been inspired by Dubai chocolate, showcasing rich textures, indulgent pairings, and **luxurious recipes**. This influence reflects the ambition of brands to offer **premium, daring** ice creams that surprise consumers while capitalizing on the growing enthusiasm for exotic and prestigious flavors.

Magnum ice cream bar inspired by Dubai chocolate



COMPANY	Unilever
BRAND	Magnum
LAUNCH	Turkey, July 2025

Magnum is launching an ice cream inspired by **Dubai chocolate**: a milk ice cream coated in chocolate, enriched with **pistachio** and **crispy kadayif**.

Kulinaris tub ice cream inspiration Dubai chocolate



COMPANY	Kulinaris
BRAND	Kulinaris
LAUNCH	Norway, October 2025

Kulinaris offers **Dubai chocolate** in a tub: a creamy **pistachio-and-chocolate** ice cream with dark chocolate chunks and pistachio cream blended with **crispy kataifi**.

A few launches in France: new textures, flavors, and formats

Ferrero Collection Dark Chocolate and Orange Ice Cream



COMPANY	Ferrero
BRAND	Ferrero
LAUNCH	France, July 2025

Ferrero has recently entered the ice cream market, launching two indulgent new summer varieties: **Dark Chocolate Orange** and Peach **Coconut**.

Raffaello triple experience: peach and coconut



COMPANY	Ferrero
BRAND	Raffaello
LAUNCH	Slovakia, September 2025

These launches illustrate Ferrero's intention to offer **premium ice creams** that are **indulgent** and **rich** in textures.

Magnum's mango-white chocolate cone



COMPANY	Unilever
BRAND	Magnum
LAUNCH	France, July 2025

Until recently best known for its ice cream bars, Magnum is now entering the cone segment — **a brand-new product type for the brand**. The new **Magnum Mango & White Chocolate** combines mango and vanilla ice cream, a luscious tropical coulis, and a crisp white chocolate shell, all in a **crispy cone**.



INSTAGRAM & ice cream



Why look at
Instagram?



Why look at *Instagram?*

Instagram has established itself as a **showcase for trends**, fueling the rapid spread of **new creations, your recipes** and **visual codes**.

The most engaging content showcases spectacular, generous, and innovative products that **gradually shape** consumer **expectations** and **inspire product** designs, both artisanal and industrial.

Ice creams that go viral on *Instagram*

A rich and textured ice cream experience

Ice creams that embrace **generous indulgence** are increasingly winning over consumers. With multiple toppings, cake inclusions, chocolate pieces, fruits, coulis, and crunchy elements, ice cream becomes a **rich, textured and visually spectacular** product.

This layering of contrasts reinforces the **promise of pleasure** and transforms tasting into a true **sensory experience**. **Visual** appeal plays a key role: abundance, colors, and textures all contribute to the product's attractiveness, especially on social media where these ice creams are widely showcased.



Our recommendations for *toppings*

Layered for even more indulgence!



Bits of nuts : hazelnut, pistachio, peanut, plain or caramelized, to bring crunch and a premium dimension



Textured chocolates : shavings, chunks, crunchy or gooey chocolate to play on contrasts



Bits of biscuits : cookie, brownie, shortbread that boost indulgence and the nostalgic effect



Visible and generous sauces : caramel, chocolate, red berries and exotic fruits, used for marbling or as toppings.



When originality of flavors creates the event

On Instagram, consumers – especially young adults – are looking for **originality, fun, and distinctive taste experiences to share.**

The Joyca x Picard ice creams perfectly illustrate this dynamic. Released as a **limited edition**, with **unusual and surprising flavors** such as **mango curry** and **vanilla pickle**, they quickly captured the community's enthusiasm: **sold out** shortly after launch, they generated **over 700 user created posts** and went viral across social media.

This success is driven not only by the appeal of **diverse flavors**, but also by a **key target audience**: 44% of buyers are between 18 and 30, a highly connected generation that values **collaborations, limited editions**, and **"Instagrammable" products**.



Franui and chocolate-covered fruits : a viral phenomenon that's here to stay

A real **viral phenomenon** on social media, Franui made a lasting impression from the moment they arrived – and even though the buzz began last year, the **excitement remains undiminished**. The product continues to appeal thanks to a simple yet effective promise: **frozen fruit coated in chocolate** – both refreshing and indulgent.

Franui's success has paved the way for a **renewed offering**, with ever more varied **fruit versions** and the arrival of numerous competing brands seeking to capture **market share** in the chocolate-covered fruit segment. This dynamic confirms the **appeal** of the concept and its **strong potential** for expansion.

Another key factor is the **sizing**, perfectly aligned with the **snacking** trend. Easy to consume and share, and perceived as a quick pleasure, the product ticks all the boxes of **new consumption habits**.

Optical-illusion ice creams that are going viral



On social media, **Shop N Food** ice creams are generating strong excitement thanks to their **ultra-realistic fruit-shaped frozen creations**, which have quickly become a viral trend. Visually striking and almost lifelike, these ice creams **spark curiosity** and **inspire people to try them**, as shown by the many tasting videos and reviews shared online.

While illusionary designs have firmly established themselves in recent years in the world of pastry — notably championed by iconic figures such as **Cédric Grolet** — it remained largely untapped in the ice cream sector. Shop N Food has embraced this aesthetic and adapted it to frozen desserts, with a bold promise: **spectacular visuals**, ultra-fresh **textures**, intense **flavors**, and a **100% plant-based recipe**.

4 recipes to inspire you



Click on a recipe to view it



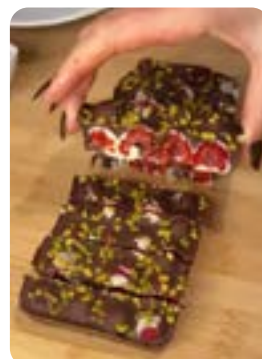
Autumn ice creams to make with the Ninja Creami



Vanilla ice cream with cookie bits and chocolate chips



Ice cream with salted caramel



Frozen fruit coated in white and dark chocolate.



OUR
portfolio

Our flavors
to capture
the trends



CARAMEL
Natural Flavour
AMC9125



COCONUT
Natural Flavour
AMC9115



PASSION FRUIT
Natural Flavour
AMP4418



COLA
Natural Flavour
AAC9427



CARAMEL
Natural Flavour
AMC9712



HAZELNUT
Natural flavour
AMH0222



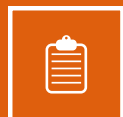
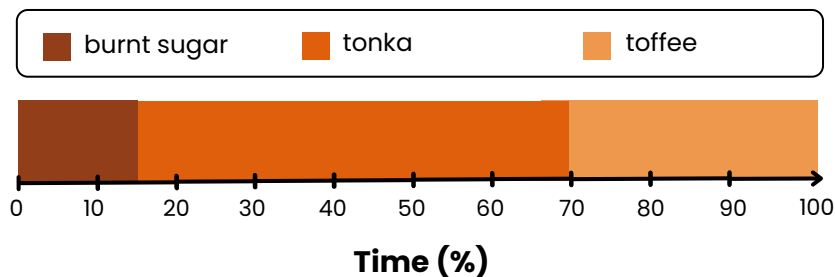
Request a sample

AMC9125 CARAMEL NATURAL FLAVOUR

PROFILE

Warm & gentle, it evokes the **comforting** essence of **creamy** caramel **confectionery**, offering an authentic & recognizable **tonka** & **salted butter** flavour.

TEMPORAL DOMINANCE OF SENSATIONS



NATURAL FLAVOUR

FREE FROM: ADDITIVE, ALLERGEN, GLUTEN, GMO & SUGAR



KOSHER & HALAL CERTIFIED
VEGAN & AUSTRALIAN-MADE



CARRIER: MPG
WATER SOLUBLE & HEAT STABLE



LIQUID IN 10KG DRUM
NON FLAMMABLE
BB: 36 MONTHS



DOSAGE IN YOUR PRODUCT

- 0.1%  Protein milk, smoothie
- 0.2%  Yogurt (dairy & vegan)
- 0.3%  Ice cream & toppings
- 0.4%  Bakery, cake, bars, cereals
- 0.5%  Confectionery

PRICE BREAKS

PO	\$/kg
10 kg	\$74.00
20 kg	\$64.00
40 kg	\$54.00
100 kg	\$45.90
200 kg	\$43.20
400 kg	\$40.50
1000 kg	\$37.80



From **low MOQ** to best value on **volumes**



Free shipping to Australian metropolitan areas for orders over **\$1,250**



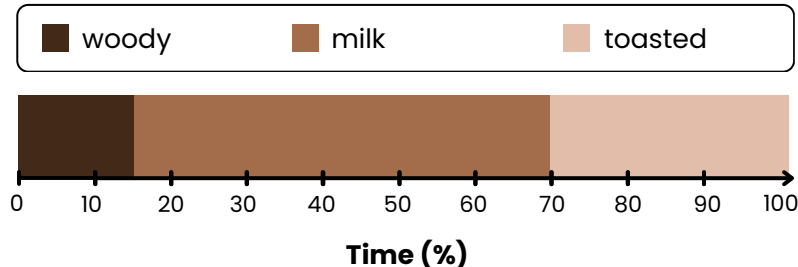
Manufactured in Sydney
5-day lead time (+transit)

AMC9115 COCONUT NATURAL FLAVOUR

PROFILE

This coconut flavour is strongly reminiscent of the taste of coconut **flakes**. Enjoy its **milky** & **toasted** notes to immerse yourself in an **exotic** universe.

TEMPORAL DOMINANCE OF SENSATIONS



DOSAGE IN YOUR PRODUCT

- 0.1%  Protein milk, smoothie
- 0.2%  Yogurt (dairy & vegan)
- 0.3%  Ice cream & toppings
- 0.4%  Bakery, cake, bars, cereals
- 0.5%  Confectionery

PRICE BREAKS

PO	\$/kg
10 kg	\$58.00
20 kg	\$48.00
40 kg	\$38.00
100 kg	\$32.30
200 kg	\$30.40
400 kg	\$28.50
1000 kg	\$26.60



From **low MOQ** to best value on **volumes**



Free shipping to Australian metropolitan areas for orders over **\$1,250**



Manufactured in Sydney
5-day lead time (+transit)



NATURAL FLAVOUR

FREE FROM: ADDITIVE, ALLERGEN, DIACETYL, GLUTEN, GMO & SUGAR



KOSHER & HALAL CERTIFIED
VEGAN & AUSTRALIAN-MADE



CARRIER: MPG
WATER SOLUBLE & HEAT STABLE



LIQUID IN 10KG DRUM
NON FLAMMABLE
BB: 12 MONTHS



AMP4418

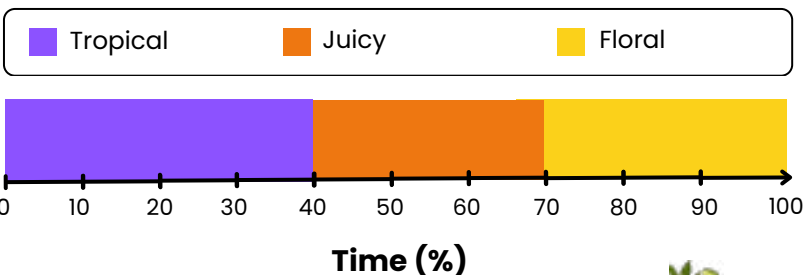
PASSIONFRUIT

NATURAL FLAVOUR

PROFILE

A burst of tangy sweet **tropical** flavour. Evoking lush rainforests, each bite is refreshing & **juicy**, leaving you craving for more of its **exotic** essence

TEMPORAL DOMINANCE OF SENSATIONS



DOSAGE IN YOUR PRODUCT

- 0.1%  Protein milk, smoothie
- 0.2%  Yogurt (dairy & vegan)
- 0.3%  Ice cream & toppings
- 0.4%  Bakery, cake, bars, cereals
- 0.5%  Confectionery

PRICE BREAKS

PO	\$/kg
10 kg	\$58.00
20 kg	\$48.00
40 kg	\$38.00
100 kg	\$32.30
200 kg	\$30.40
400 kg	\$28.50
1000 kg	\$26.60



From **low MOQ** to best value on **volumes**



Free shipping to Australian metropolitan areas for orders over **\$1,250**



Manufactured in Sydney
5-day lead time (+transit)



NATURAL FLAVOUR

FREE FROM: ADDITIVE, ALLERGEN,
GLUTEN, GMO & SUGAR



KOSHER & HALAL CERTIFIED
VEGAN & AUSTRALIAN-MADE



CARRIER: MPG
WATER SOLUBLE & HEAT STABLE



LIQUID IN 10KG DRUM
NON FLAMMABLE
BB: 24 MONTHS

AAC9427

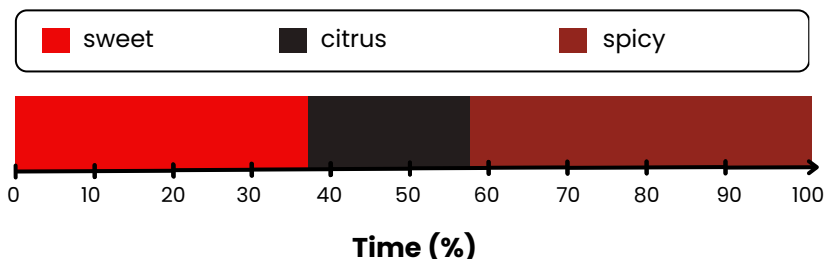
Cola

Natural flavour

PROFILE

Add an authentic **refreshing** & **invigorating** twist to your creation. This harmonious blend brings together **caramel**, tangy **citrus** & warm **spices** like **cinnamon** & **clove** for the perfect **fizzy** moment.

TEMPORAL DOMINANCE OF SENSATIONS



DOSAGE IN YOUR PRODUCT

- 0.1 %  Beverages
- 0.2 %  Protein & smoothie
- 0.3 %  Desserts (dairy & vegan)
- 0.4 %  Ice cream, toppings, cordial
- 0.5 %  Bakery, bar, cereals & treats

PRICE BREAKS

PO	\$/kg
8 kg	\$58.00
16 kg	\$48.00
32 kg	\$38.00
96 kg	\$32.30
200 kg	\$30.40
400 kg	\$28.50
1000 kg	\$26.60

 From **low MOQ** to best value on **volumes**

 **Free shipping** to Australian metro areas for orders over **\$1,250**

 **Manufactured in Sydney**
5-day lead time (+transit)



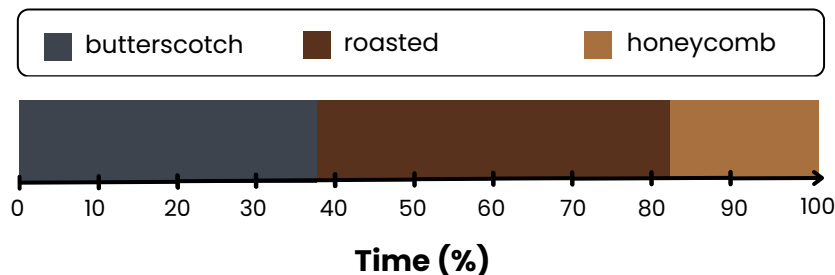
-  **NATURAL FLAVOUR**
FREE FROM: ADDITIVE, ALLERGEN, DIACETYL, GLUTEN, GMO & SUGAR
-  **KOSHER CERTIFIED**
VEGAN & AUSTRALIAN-MADE
ORGANIC COMPLIANCE
-  **CARRIER: ETHANOL**
WATER SOLUBLE
-  **LIQUID IN 8KG DRUM**
BB: 24 MONTHS

AMC9712 CARAMEL NATURAL FLAVOUR

PROFILE

Reminiscent of the **sticky date pudding** sauce, this **butterscotch** caramel is a blend of roasted **richness** & velvety **sweetness**. It leaves a please taste of **honeycomb crunch** on the palate.

TEMPORAL DOMINANCE OF SENSATIONS



DOSAGE IN YOUR PRODUCT

- 0.1%  Protein milk, smoothie
- 0.2%  Yogurt (dairy & vegan)
- 0.3%  Ice cream & toppings
- 0.4%  Bakery, cake, bars, cereals
- 0.5%  Confectionery

PRICE BREAKS

PO	\$/kg
10 kg	\$68.00
20 kg	\$58.00
40 kg	\$48.00
100 kg	\$40.80
200 kg	\$38.40
400 kg	\$36.00
1000 kg	\$33.60



From **low MOQ** to best value on **volumes**



Free shipping to Australian metropolitan areas for orders over **\$1,250**



Manufactured in Sydney
5-day lead time (+transit)

NATURAL FLAVOUR

FREE FROM: ADDITIVE, ALLERGEN,
GLUTEN, GMO & SUGAR

KOSHER & HALAL CERTIFIED
VEGAN & AUSTRALIAN-MADE

CARRIER: MPG
WATER SOLUBLE & HEAT STABLE

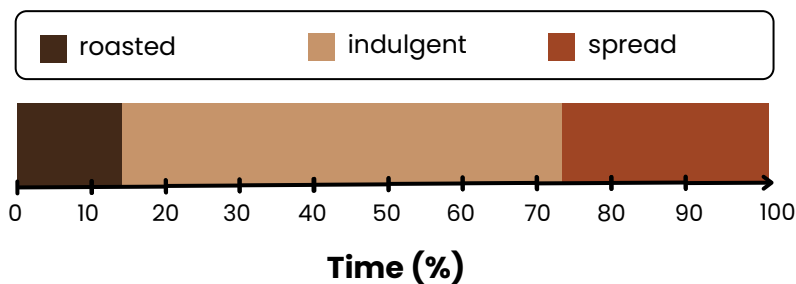
LIQUID IN 10KG DRUM
NON FLAMMABLE
BB: 24 MONTHS

AMH0222 HAZELNUT NATURAL FLAVOUR

PROFILE

A delightful **blend** of **creamy richness** and **earthy** undertones with **chocolate** ground notes, reminiscent of cherished **childhood memories**

TEMPORAL DOMINANCE OF SENSATIONS



DOSAGE IN YOUR PRODUCT

- 0.1%  Protein milk, smoothie
- 0.2%  Yogurt (dairy & vegan)
- 0.3%  Ice cream & toppings
- 0.4%  Bakery, cake, bars, cereals
- 0.5%  Confectionery

PRICE BREAKS

PO	\$/kg
10 kg	\$64.00
20 kg	\$54.00
40 kg	\$44.00
100 kg	\$37.40
200 kg	\$35.20
400 kg	\$33.00
1000 kg	\$30.80



From **low MOQ** to best value on **volumes**



Free shipping to Australian metropolitan areas for orders over **\$1,250**



Manufactured in Sydney
5-day lead time (+transit)

NATURAL FLAVOUR

FREE FROM: ADDITIVE, ALLERGEN,
GLUTEN, GMO & SUGAR



KOSHER & HALAL CERTIFIED
VEGAN & AUSTRALIAN-MADE



CARRIER: MPG
WATER SOLUBLE & HEAT STABLE



LIQUID IN 10KG DRUM
NON FLAMMABLE
BB: 18 MONTHS



www.metarom.eu

contact us

