INFLUENCER GENERATED CONTENT

LOW-CALORIE ICE CREAM BRANDS

BENCHMARK REPORT

MAVRCK
What’s The Scoop On The Ice Cream Market?

✓ The Global Ice Cream market is expected to reach $78.8 billion by 2025, growing at a CAGR of 4.1%. ¹

✓ Ice cream and frozen novelties remain among the top 10 food categories in supermarkets with more than 85% of U.S. households using ice cream.²

✓ Store brand/private label products account for nearly 20% of all frozen dessert sales. ²

✓ Within the ice cream category, “healthy” and “clean” products have grown by 85% and 36% respectively. ³

✓ More than 20% of consumers want easy to understand ingredient packaging and clear nutrition facts on the front of their ice cream. ³

✓ 45% of consumers worldwide try to avoid ice cream containing artificial flavors, sweeteners, or preservatives. ⁴

4: GNT Group – The Top 5 Reasons For Choosing Ice Cream (2016)
84% of consumers say they trust peer recommendations above all other sources of advertising.

82% of consumers say they are ‘highly likely’ to follow the recommendation made by a micro-influencer.

71% of brand marketers rate influencer marking as a strategic or highly strategic marketing category.

76% of marketers consider influencer engagement effective in garnering customer loyalty.

93% of marketers are seeing results in improving brand exposure through influencer marketing.

25% of search results for the world's 20 largest brands are linked to user-generated content.
Health and wellness continues to remain top of mind for many Americans. According to Nielsen, 68% of consumers say that they're willing to spend more on foods and drinks that don't contain undesirable ingredients. With consumers increasingly leaning towards healthier food options, brands are beginning to create new and innovative products to appeal to the health-conscious consumer.

Despite changing consumer attitudes, ice cream is still a profitable industry - last year, sales reached $6.6 billion, up 3.4 percent. But conventional products aren't necessarily the ones driving growth. While sales for the whole category increased, product sales that fit within the FDA's definition of “healthy” grew 85 percent last year. These products have tapped into the better-for-you claims trend with label attributes like “good source of protein,” “low calorie,” and “low sugar” - claims that are driving the highest dollar sales in the ice cream category.

With sales continuing to soar, more and more brands competing to enter an already over-saturated market. Seemingly, this presents a pivotal opportunity for brands to distinguish themselves by focusing on the customer experience. In doing so, brands must focus on building trusting relationships with consumers and nurturing those relationships over time.

Marketing & Communications that focus on integrating authentic, trusted influencer- and user-generated content across their customer journey deliver to personalized, relevant experiences for their consumers at every touchpoint will accelerate their brand trust and further improve the customer experience.
SHARE OF INFLUENCER VOICE: LOW-CALORIE ICE CREAM BRANDS

Share of Influencer Voice

920
CATEGORY AVG. ENGAGEMENTS / INSTAGRAM POST

2,542
CATEGORY LEADER AVG. ENGAGEMENTS / INSTAGRAM POST
Key takeaways from IGC Low-Calorie Ice Cream Brands Category Leaders
Background Facts
• In 2017, Yasso surpassed $75 million in retail sales, up 22% from 2016.
• In 2016, Yasso was the fastest-growing brand among the top-15 frozen novelty dessert brands in the US.

Yasso Pints
• 400-600 calories
• 5-6 grams of protein
• 8 flavors

Quoted
• “Yasso pints are all about encouraging people to enjoy something delicious with complete abandon. This indulgent attitude is captured in the design of the eight flavors.” – Fortnight Collective
With Greek yogurt as its base, Yasso capitalizes on the emerging consumer trend in desiring protein-rich foods.

Yasso’s staple products, pre-packaged frozen desserts appeal to the on-the-go consumer looking for convenience & portability.

Product packaging containing big and bold font paired with ingredient imagery allows the brand voice and appetite appeal to take center stage.
HALO TOP

Background Facts
• Best selling pint of ice cream in U.S. grocery stores.
• In 2017, Halo Top sold 28.8 million pints and generated $132.4 million in sales up 2,500 percent from the year prior.
• Halo Top has never paid for a post on Instagram – nonetheless the hashtag ‘Halo Top’ has been used close to 100,00 times.

Halo Top
• 240-360 calories
• 20 grams of protein
• 17 flavors

Quoted
• "We started off really focused on digital and social, with more than 90% of our efforts on Facebook and Instagram.” - Lenny Chase, Halo Top VP of Marketing
Vibrant and innovative product packaging showcases ingredients in a simple way, appealing to the consumer demand for low-calorie, value-added, premium products.

Halo Top is a digitally native brand, where a grounded online presence has allowed for the ability to pivot and adapt more quickly to evolving consumer behavior than other brands.

Halo Top utilizes social media to ask its fans to vote & suggest new flavors. Today, Halo Top has 17 diverse flavors, setting the brand apart from its competitors.
Breyers

Background Facts
• Saw $500 million in U.S. ice cream sales last year.
• In 2017, 9.41 million Americans consumed 4 more quarters of Breyers ice cream per year.

Breyers Delights
• 260-330 calories
• 20 grams of protein
• 4 flavors

Quoted
“With more than 150 years of experience making mouth-watering ice cream, we’re always listening to our fans. We heard that calories and protein are top of mind, so we crafted Breyers delights.” – Peter Harbour, Marketing Director of Breyers
As a major ice cream brand, Breyers has the distribution capacity to directly challenge their smaller competitors in the space.

Breyers launched Delights in 2017 as a response to a growing demand for Halo Top. Furthermore, product branding is seen to mimic that of Halo Top’s.

Compared to its competitors, Breyers Delights offers a superior taste, something that continues to be of the upmost importance to consumers when choosing a product.
The low-calorie ice cream market is anyone's game – share of influencer voice represents a pivotal opportunity for brands to separate from the pack.

IGC category leaders have similar product design, packaging ingredients, and labels. Among the few differentiating factors are taste and brand awareness/perception.

IGC category leaders utilize branded hashtags to promote content creation, communicate with their followers, and create a community around their product.

IGC from category leaders contains compelling copy detailing how the product has enabled them to live a healthy lifestyle.
Mavrck is the leading all-in-one influencer marketing platform trusted by consumer brands like P&G, Godiva, and Keurig Green Mountain to harness the power of their most valuable asset: consumers with social influence.

Our patented influencer activation engine enables brands to discover and activate thousands of their own influencers, advocates, referrers, and loyalists through their existing digital experiences to create, amplify, or submit content and drive conversions at scale. Using our self-service influencer manager, we also enable brands to take a more automated and programmatic approach to influencer marketing.

Contact us at sales@mavrck.co to learn more.