

# ONLINE ICE CREAM SALES ARE OUT OF THIS SWIRLED



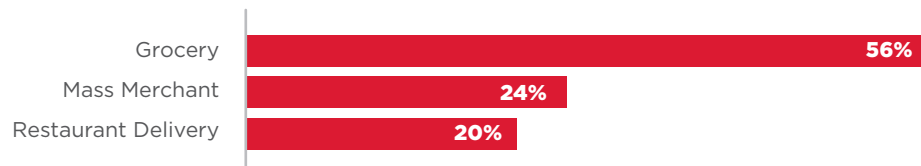
Is there anything better than ice cream on a hot summer night? While it can be a treat to wait in line at your favorite local shoppe, sometimes you just want to enjoy ice cream from the comfort of your own home (and with your own AC). And now consumers don't even need to leave their homes to get ice cream. Since 2014, the number of online ice cream orders have increased threefold during the summer months of June, July and August.

## SHARE OF ONLINE ICE CREAM SALES

Consumers are ordering from their favorite grocers, delivery services and mass e-tailers to get ice cream delivered straight to their doors. More than half of consumers buy ice cream online from mass grocery chain websites, like Safeway, Shoprite, Peapod, Instacart, Meijer and more, while a quarter get their fix from merchants like Amazon, Walmart and Shipt. Consumers are even adding ice cream to orders using restaurant delivery services like Grubhub, Postmates and Eat24.

### Share of Ice Cream Sales by Merchant Type

June, July, August (2014-2016)

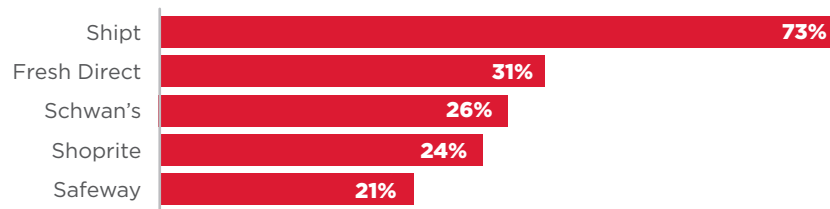


## INCREMENTAL SALES FROM ICE CREAM

1010data also determined how much overall basket size increases when ice cream is added to a purchase during the summer months. Average basket size actually increased by 73% for Shipt when ice cream was purchased. Most of the merchants with the largest basket size increases are grocery chains. Based on our findings, merchants who sell ice cream online should consider promotional opportunities for ice cream products during the summer months to drive higher overall basket sizes.

### Percent Basket Size Increases When Ice Cream is Purchased

June, July, August (2014-2016)



## TOP ICE CREAM BRANDS

Retailers can promote ice cream to drive more sales in the summer, but which brands should they specifically promote? Based on 1010data's findings, the most popular ice cream brand sold online is Ben & Jerry's. Along with Ben & Jerry's, Unilever owns three of the top ice cream brands sold online, including Breyer's and Klondike. Competitor Nestle, which owns Haagen-Dazs, Skinny Cow and Edy's, also has a strong presence on the top brands list. Consumers may want to eat ice cream, but Skinny Cow and Weight Watcher's placements on the list indicate that some ice cream buyers want a healthier option. Walmart's private-label brand, Great Value, is also popular among consumers.

TOP 10 ICE CREAM BRANDS SOLD ONLINE
1. Ben & Jerry's
2. Haagen-Dazs
3. Breyer's
4. Klondike
5. Friendly's
6. Skinny Cow
7. Edy's
8. Great Value
9. Turkey Hill
10. Weight Watchers

## KEY TAKEAWAYS

- ◆ More than half of all online purchases of ice cream are made from grocery chain websites
- ◆ Shipt's basket size increases 73% when ice cream is purchased during June, July & August
- ◆ Ben & Jerry's is the most popular ice cream brand sold online

## METHODOLOGY

1010data utilizes a number of sources of consumer spending data representing millions of consumers to provide an accurate assessment of online and offline retail sales, market share, and more. Our data enables clients to track consumer behavior using high-quality, granular datasets that are often difficult to source, cleanse, and consolidate.