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# Tetra Pak Spotlights Trends Reshaping Indiaâ??s Ice Cream Industry

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**Flavours such as Alphonso Mango, Paan, Kesar Pista and Tender Coconut are finding greater acceptance within the premium portfolio**

Tetra Pak, India’s leading ice cream solutions company, shared its outlook on the trends set to define the next phase of India's ice cream industry.

India's ice cream market is expected to reach Rs 575.33 billion by 2033, growing at a CAGR of approx 11 per cent between 2025 and 2033. Premium consumption is expanding beyond metros, health and indulgence are beginning to intersect, and greater accessibility through quick commerce is helping make ice cream a more spontaneous, year-round purchase. Maharashtra remains India's largest organised ice cream market, accounting for nearly 15 per cent of category value, followed by Uttar Pradesh, Karnataka and Gujarat, indicating where growth and investment are likely to remain concentrated.

According to research conducted by IMARC on behalf of Tetra Pak:

Premiumisation moves beyond metros: Consumers are increasingly seeking differentiated experiences through natural ingredients, artisanal offerings and distinctive flavours. Indian flavours such as Alphonso Mango, Paan, Kesar Pista and Tender Coconut are finding greater acceptance, reflecting a growing preference for premium products with an Indian twist. Importantly, premium consumption is also expanding into Tier-2 cities such as Ahmedabad, Jaipur, Chandigarh and Indore, widening the opportunity for manufacturers beyond India's largest urban markets.

Texture emerges as a key differentiator; Cone formats to lead growth: While chocolate is expected to be the fastest-growing flavour through 2033, followed by vanilla and mango, differentiation is increasingly being driven by the complete eating experience. Layered fillings, crunchy inclusions, chocolate coatings and contrasting textures are adding greater sophistication to products.

Wellness meets indulgence: Low-fat variants and ice creams fortified with essential nutrients are expected to drive category growth as consumers increasingly seek healthier indulgence without compromising on taste. Innovation in low-

and no-added-sugar offerings is also expected to attract health-conscious consumers while retaining the category's indulgent appeal. Premium brands are increasingly introducing vegan, low-sugar, high-protein, probiotic and natural ingredient-based ice creams to cater to evolving consumer preferences.

Ice cream becomes an anytime category: Expansion of cold-chain infrastructure and processing capacity is enabling the industry to reach wider markets, while quick-commerce platforms are changing how consumers access the category. On-demand availability is helping turn ice cream into a more spontaneous purchase beyond traditional summer-led occasions.

Parmod Kandwal, Processing Director, Tetra Pak, said, “India's ice cream industry is entering an exciting phase, with consumers seeking greater variety, sophisticated formats, and products that respond to evolving lifestyle preferences. For manufacturers, capturing this opportunity is as much about anticipating what consumers want next as it is about having the capability to bring those ideas to market efficiently, and on a scale. At Tetra Pak, our expertise spans the complete ice cream journey, from product ideation and formulation to large-scale production. Combined with our Made-in-India portfolio of ice cream solutions, this enables us to support businesses at different stages of growth, from emerging brands developing their first products to established manufacturers looking to innovate, improve yields and expand capacity.”