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Magnum leads in mood-food trends with innovative range

The range aims to win a scoop of the €85 billion market where 75 per cent of consumers seek new ice cream experiences

By **Shraddha Warde** | April 15, 2024



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The range aims to win a scoop of the €85 billion market where 75 per cent of consumers seek new ice cream experiences

Magnum has kickstarted 2024's ice cream season with its first mood-inspired flavours. Combining cracking chocolate, ice cream and a surprising core, the range aims to win a scoop of the €85 billion market where 75 per cent of consumers seek new ice cream experiences.

Magnum's ice creams have always been designed for pleasure. But its ice cream innovation for 2024, a trio of mood-inspired flavours called Magnum Pleasure Express, aims to take its premium portfolio to the next level.

Findings by cocoa supplier Barry Callebaut show that 75 per cent of global consumers are positive about trying new and exciting ice cream experiences. To tap into this market, fresh flavours and formats are key.

Get it right, and the cherry on top is a share of ice cream's 2024 global retail sales which Euromonitor estimates to be worth €85 billion ($91 billion).

"Magnum has always been at the forefront of ice cream innovation. Our annual innovations are a strong contributor to the brand's growth. Magnum's 2023 Sunlover and Starchaser duo doubled the turnover of our 2021 innovation," says Ben Curtis, Global Magnum and Luxury Brands Lead.

"Our latest flavours have been two years in the making," Ben continues.

Ice cream innovation designed to deliver multi-sensorial experiences

Magnum has paired its signature cracking chocolate with new ice cream flavours that contain a surprising core in a first for the brand. "We want to take ice cream lovers on a journey where they enjoy a new sensation with every bite," adds Ben.

Magnum Pleasure Express is also the first Unilever ice cream range designed to match three different moods.

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