# Generation Z drives UK ice cream revolution with bold new flavours



An unconventional wave of ice cream flavours is rapidly gaining popularity among younger consumers in the UK, signalling a shift away from traditional tastes and redefining how the frozen dessert is enjoyed. Waitrose has reported that Generation Z, predominantly those in their twenties, are purchasing 20 per cent more ice cream, contributing to the existing £1 billion that the dessert generates annually for the UK economy.

The Daily Mail highlights that online interest in ice cream has surged, with searches increasing by 95 per cent on TikTok in the past week. The platform's hashtag '#icecream' has amassed over two million views, reflecting a broader cultural trend. In response, several companies and creators are innovating to capture this burgeoning market.

EasyJet, for example, has introduced a series of adventurous ice cream flavours at Southend Airport to celebrate its new terminal. These flavours are inspired by signature dishes from popular holiday destinations, including Italian cacio e pepe pasta, Spanish sangria, Moroccan tagine, French snails in garlic, and Portuguese pastel de nata custard tarts.

In London's affluent Belgravia area, designer Anya Hindmarch has launched a limited-edition ice cream line running from June to September, which has quickly sold out and drawn queues. This collection features unconventional flavours such as Heinz Baked Beans, Kikkoman Soy Sauce, and Bird’s custard.

Further south in Whitstable, Kent, Bears Ice Cream Imaginarium pushes the envelope with seasonal and inventive flavours. Founder Phil Harrison, who has earned a reputation as a “veritable Willy Wonka of ice cream," describes the brand’s mission as creating “imaginative flavours and interactive desserts that transcend the ordinary.” The menu includes unique options like hot cross bun, scotch egg, blueberry and lavender jam, and brown butter popcorn with pumpkin seed.

Bears also offers quirky toppings such as wasabi crunch and cornflakes, along with a line of ice cream sandwiches featuring combinations like peanut butter with miso and caramel, and another reminiscent of lemon meringue pie.

Waitrose's observations about Gen Z’s expanding ice cream preferences reflect a larger movement towards experimentation and novelty in food consumption, with these innovative flavours and products catering to a market eager for new sensory experiences beyond the classic vanilla or chocolate options.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.dairyreporter.com/Article/2020/01/21/Vanilla-and-vegan-top-UK-ice-cream-survey/> - Supports the claim about the variety and novelty of ice cream flavors in the UK, highlighting unusual flavors and the popularity of traditional vanilla, which contrasts with the emerging unconventional flavors among younger consumers.
* <https://www.grocerytrader.co.uk/it-may-be-plain-but-vanilla-has-our-hearts-tesco-lifts-the-lid-on-the-nations-ice-cream-eating-habits/> - Corroborates the trend toward adventurous and innovative ice cream flavors while confirming the enduring popularity of classic flavors like vanilla among UK consumers, aligning with Waitrose’s observations on Gen Z preferences.
* <https://www.olivemagazine.com/guides/trend-spotlight-unusual-ice-cream-flavours/> - Validates the rise of unusual and unconventional ice cream flavors in the UK, including innovative flavorings like soy sauce and unique taste profiles similar to those launched by Anya Hindmarch, reinforcing the trend of experimentation in ice cream.
* <https://www.tiktok.com/tag/icecream> - Supports the article's statement about the surge in online interest and engagement with ice cream content on TikTok, including the hashtag #icecream amassing millions of views, indicating a cultural trend among younger consumers.
* <https://www.easyjet.com/en/promise/southend-airport-new-terminal-ice-cream-flavours> - Confirms EasyJet's introduction of adventurous ice cream flavors inspired by international holiday dishes at Southend Airport, aligning with the article's examples of innovative flavor offerings.