# Generation Z sparks innovative flavours revolution in UK ice cream industry



The ice cream industry in the UK is experiencing a notable shift as Generation Z consumers increasingly embrace unconventional flavours, according to a report by the Daily Mail. This trend is reshaping perceptions of the classic dessert, with flavours such as baked beans, soy sauce, cheese, and even salad cream gaining popularity.

Waitrose has observed a 20 per cent rise in ice cream purchases by shoppers from Generation Z, a demographic predominantly comprised of individuals in their twenties. This uptick contributes to the already substantial £1 billion revenue generated by the ice cream sector in the UK. Social media platforms are reflecting this fascination, with searches for "ice cream" on TikTok soaring by 95 per cent in recent weeks and the hashtag #icecream amassing over two million views.

In response to this consumer behaviour, various companies have launched innovative and adventurous products. EasyJet, for example, introduced a range of ice cream flavours inspired by signature dishes from popular holiday destinations at its Southend location. These include Italian cacio e pepe, Spanish sangria, Moroccan tagine, French-style snails in garlic, and Portuguese pastel de nata custard tarts.

Meanwhile, in London’s Belgravia, designer Anya Hindmarch has unveiled a limited edition ice cream range available from June through September. This collection features novelty flavours such as Heinz Baked Beans, Kikkoman Soy Sauce, and Bird’s custard, drawing significant attention and encouraging queues from customers eager to sample the unique offerings.

Further experimentation can be found in Whitstable, Kent, where Bears Ice Cream Imaginarium has introduced seasonal and eclectic flavours like hot cross bun, scotch egg, blueberry and lavender jam, and brown butter popcorn with pumpkin seeds. The founder, Phil Harrison, described by admirers as a "veritable Willy Wonka of ice cream," told the Daily Mail, "Since we launched, we've wanted to push the boundaries of ice cream creation. We wanted to come up with imaginative flavours and interactive desserts that transcend the ordinary."

Beyond unusual flavours, Bears Ice Cream Imaginarium also innovates with toppings such as wasabi crunch and cornflakes, along with novel ice cream sandwich concoctions including peanut butter, miso, and caramel, as well as a lemon meringue pie inspired alternative.

This wave of inventive ice cream flavours and formats reflects a broader shift in consumer tastes and a willingness to explore new culinary experiences within a traditionally established category.

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

## References

* <https://www.dailymail.co.uk/femail/article-12233456/Gen-Z-embrace-unusual-ice-cream-flavours-baked-beans-soy-sauce.html> - This Daily Mail article confirms that Generation Z consumers in the UK are embracing unconventional ice cream flavours such as baked beans, soy sauce, cheese, and salad cream, supporting the claim about the shift in ice cream preferences.
* <https://www.waitrose.com/ecom/content/ice-cream-trends-gen-z> - Waitrose reports a 20% increase in ice cream purchases by Generation Z shoppers, corroborating the claim about the demographic driving growth in the UK ice cream market.
* <https://www.statista.com/chart/25319/interest-in-ice-cream-on-tiktok/> - Shows data supporting the claim that searches for 'ice cream' on TikTok have surged by 95%, highlighting social media's role in the trend.
* <https://easyjet.news/easyjet-launches-unique-ice-cream-flavours-inspired-by-holiday-destinations/> - Details from EasyJet about their new range of ice cream flavours, including cacio e pepe, sangria, tagine, and pastel de nata, paralleling the article’s mention of innovative flavours influenced by holiday destinations.
* <https://anya-hindmarch.com/news/anya-hindmarch-ice-cream-limited-edition/> - Information on Anya Hindmarch’s limited edition ice cream range featuring novelty flavours like Heinz Baked Beans, Kikkoman Soy Sauce, and Bird’s custard, mirroring the article's description of unique luxury ice cream offerings.