

As mercury soars, so does sale of ice cream; industry sees 45% spike

Yogesh Kabirdoss & John Sarkar

Chennai/New Delhi: Unprecedented demand for ice cream this summer has led to major supply shortages, forcing companies to crank up production by over 30%.

The early onset of summer and a prolonged period of heat have resulted in sales soaring by around 45% during the last three months compared to the corresponding period in 2019, showed industry estimates.

“Demand for ice cream and value-added dairy products such as lassi and buttermilk has doubled over last year,” said R S Sodhi, MD at Gujarat Co-operative Milk Marketing Federation, which sells its pro-

PRICES UP TOO

► Cos crank up production by over 30% to overcome supply shortages

► Mar-June sale contributes to 45-50% of annual turnover of ice cream makers

► Sales halved in 2020 due to pandemic

► Most cos have reportedly increased prices by 5-10% due to rising input costs



ducts under the Amul brand name. “Companies, however, have not been stocking up in winter like they used to before the pandemic. This has led to shortages in certain cases,” he

said. Manish Bandlish, MD at Mother Dairy Fruit & Vegetable, said this summer has been phenomenal for the company.

► Prices rise up to 10%, P 15

Ice cream prices rise up to 10%

Yogesh Kabirdoss & John Sarkar | TNN

Chennai/New Delhi: With ice cream sales in the country soaring 45% due to the intense heat, the jump in demand is expected to help the Rs 9,000-crore industry inch closer to the Rs 11,000-crore target, according to the Indian Ice Cream Manufacturers Association, a body representing 80 private ice cream makers.

Pradeep G Pai, MD at Karnataka-headquartered Hangyo Ice Creams, said most companies have increased prices by 5-10% due to rising input costs. The sale from March to June contributes to 45-50% of the annual turnover of ice cream makers with Maharashtra, Uttar Pradesh, Delhi-NCR, Gujarat, Andhra Pradesh, Telangana and Tamil Nadu being the top ice cream consuming states.