



**CII**  
Market  
Facilitation  
Services

# Feasibility Assessment of **The Great Frozen Fair**

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CII MFS Report





**CII's Market Facilitation Services (MFS) is a fee-based, bespoke market research and consulting service that undertakes company- and product-specific research, for both outbound and inbound companies.**



**100+**

Years of cumulative industry experience



**50+**

Years of industry growth advisory experience



**8**

Australia, Egypt, Germany, Indonesia  
Singapore, the UK, the USA and the UAE

**Global Representatives for deep insights**

## Why CII ?

- 70 Offices in all regions of India
- Industry connect with 9000+ members
- Institutional partnerships with 300 counterpart organizations in 130 countries

**Projects Installed  
as Recommended**

**72%**

# Our Credentials



Sectors and Product Categories	Auto Industry Parts and Accessories Construction Vehicles		Food and Beverages Pharmaceuticals		Engineering & Capital Goods Machine and Machine Components		Semiconductor Manufacturing Defence Manufacturing & Services		
Export Market Advisory & Assistance	Switzerland	Italy	Norway	France	Netherlands	UK	USA	Saudi Arabia	Africa
	Spain	Denmark	Ireland	Poland	Australia	Germany	Canada	UAE	Indonesia
Market and Sectoral Analyses	India	Egypt	Indonesia	USA					
Market Entry Advisory	Vietnam	Philippines	Canada	Ethiopia					

## Some of our Key Clients



## Testimonials

The trade assessment provided by MFS was instrumental in shaping our expansion strategy. Their in-depth analysis of trade regulations, tariffs, and market trends helped us navigate complex international markets with confidence.

- Head of International Business

We were struggling to design a strategy for entering a new market until we engaged with CII - MFS. Their detailed market analysis, covering customer preferences, competitor benchmarking, and demand projections, gave us a clear roadmap for success.

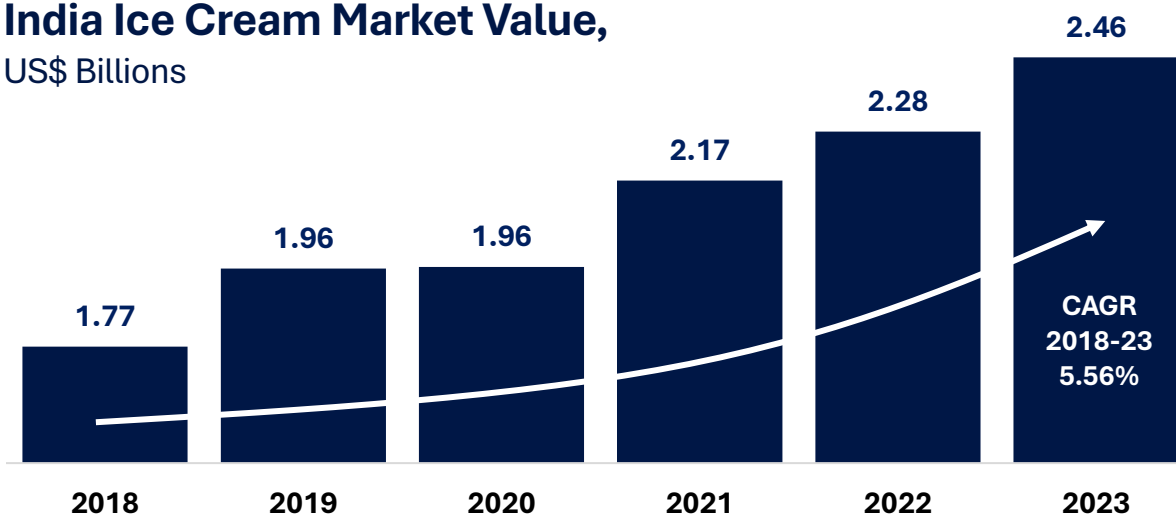
- CEO and Owner

The advisory team helped us optimize our expenditure and identify high-growth opportunities. Their expertise in financial modeling added immense value to our decisions.

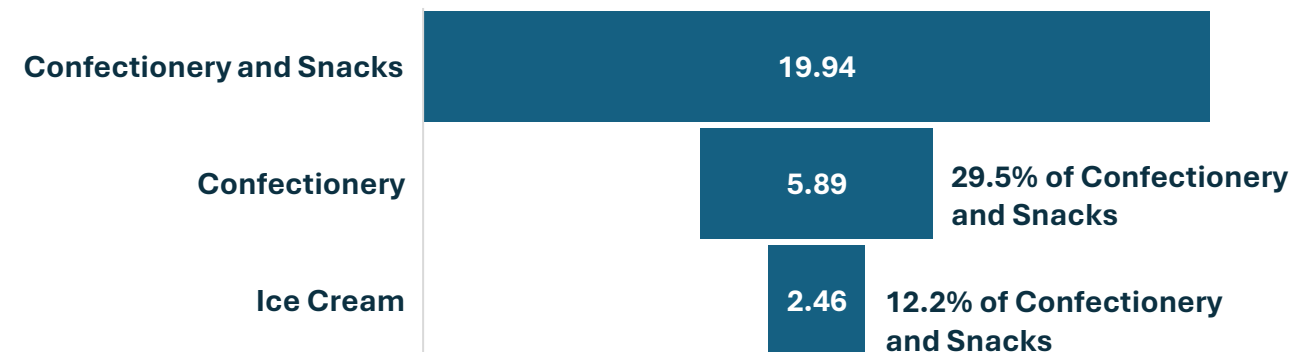
- COO

# India Market Size – Ice Cream

**India Ice Cream Market Value,**  
US\$ Billions

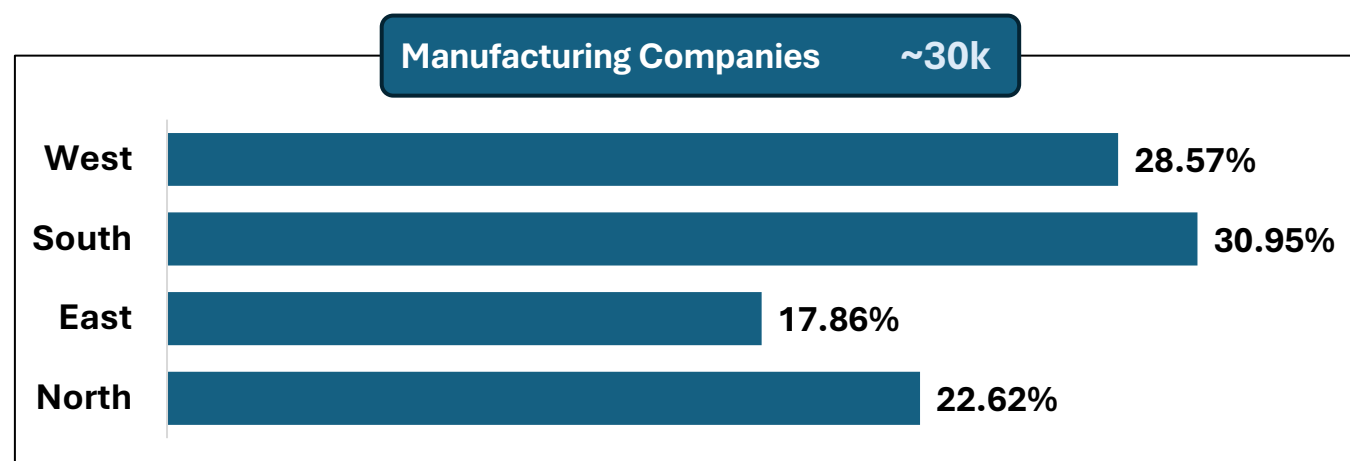


**2023 Share of Ice Cream Market in India, US\$ billions**

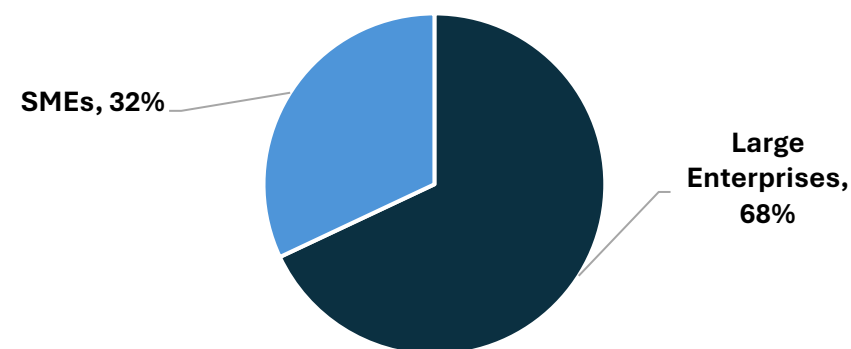


- ❑ The Indian ice cream market has experienced steady growth over the past six years, with a CAGR of 5.56% from 2018 to 2023. The market value increased from US\$ 1.77 billions in 2018 to US\$ 2.46 billions in 2023, reflecting a rising consumer preference for ice cream across various segments.
- ❑ While the market saw a sharp slowdown in 2020 due to COVID-19-related disruptions, demand rebounded in 2021 with a 10.36% growth, reflecting a return to normalcy and increased consumer spending.
- ❑ Compared to the other countries in Asia Pacific region, China tops the table with the value of US\$ 7.89 billions. Japan totals US\$ 4.51 billions of ice cream market size. India's market size is only 30% of China, almost 50% of Japan and in 11.4% of total Asia Pacific market size
- ❑ In India, Ice cream is a niche market accounting only 12.2% share of India Confectionery and Snacks market value in 2023.

# India Market Size – Ice Cream



Industry Classification, by revenue

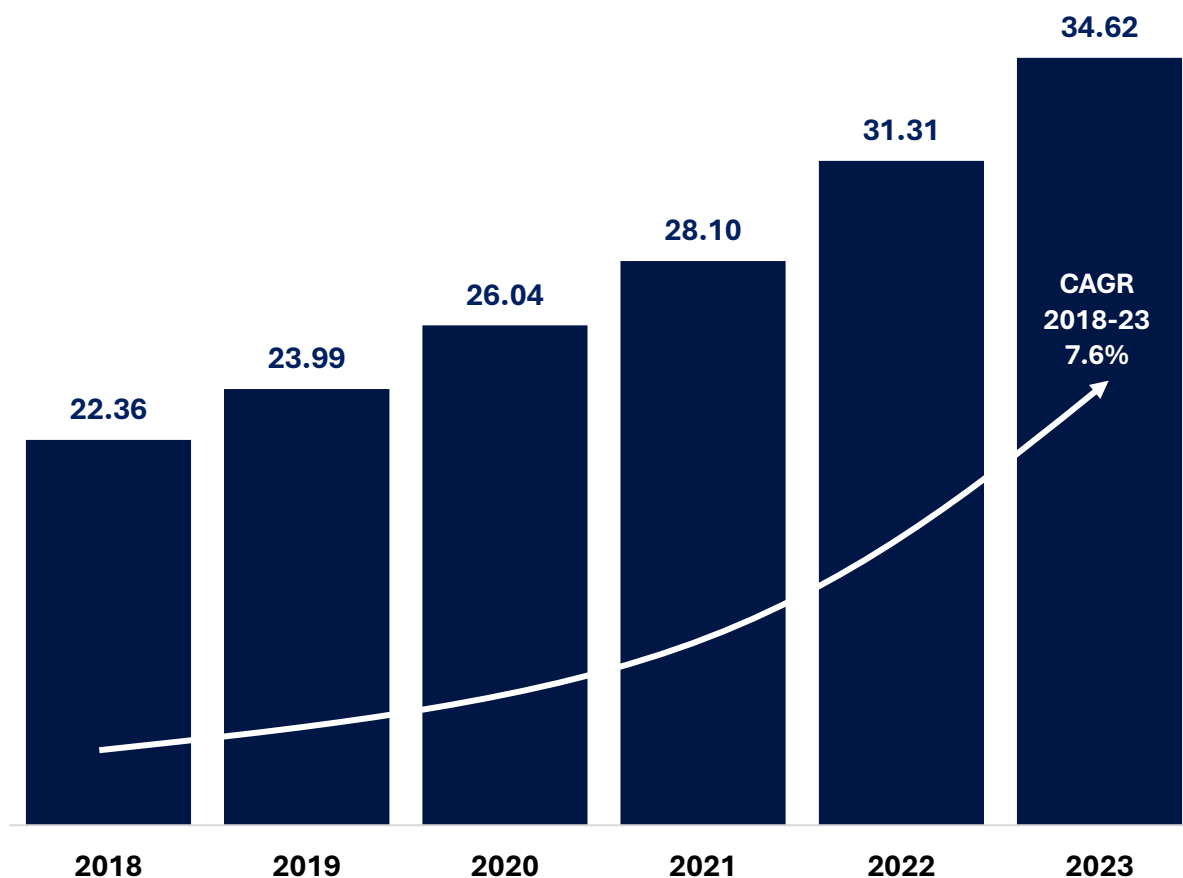


## Market Trends

- ❑ Consumers are increasingly opting for premium, artisanal, and health-oriented ice creams, driving innovation in flavors and ingredients. The introduction of low-fat, sugar-free, and dairy-free alternatives has expanded the market's appeal.
- ❑ Growth has been supported by the expansion of organized retail chains, quick-service restaurants, and online food delivery platforms, making ice cream more accessible to a broader audience.
- ❑ Increased consumption in semi-urban and rural areas is driving the market, with regional players expanding their reach through better supply chain infrastructure and distribution networks.
- ❑ Gujarat is known as the "Ice Cream Capital of India" due to its high production and consumption. Other states with significant ice cream consumption include Rajasthan, Maharashtra, and Goa.

# India Market Size – Frozen Food

## Frozen Food Market Value, US\$ billions



- ❑ The frozen food market in India has witnessed steady growth over the past few years, driven by changing consumer preferences, urbanization, and the increasing adoption of ready-to-eat and convenience foods. The market grew from US\$ 22.36 billion in 2018 to US\$ 34.62 billion in 2023, reflecting a compound annual growth rate (CAGR) of 7.56%.
- ❑ The highest growth in 2022 (11.42%) was driven by rising demand for frozen snacks, meat products, and ready-to-cook meals as consumers sought convenience post-pandemic.
- ❑ Investment in cold storage facilities and efficient logistics has improved the availability of frozen foods across tier-2 and tier-3 cities. Growth in modern retail (supermarkets, hypermarkets) and e-commerce has enhanced distribution.
- ❑ The market is no longer limited to frozen peas and meats—there is rising demand for frozen snacks, Indian breads (parathas, naans), frozen dairy desserts, and plant-based alternatives.
- ❑ Growth of premium frozen food brands offering natural ingredients, organic, and preservative-free products has expanded the customer base.

## 13<sup>th</sup> Indian Ice Cream Expo 2025

2025	●	Delhi - NR
2024	●	Gujarat – WR
2023	●	Kolkata – ER
2022	●	Hyderabad – SR
2019	●	Gujarat – WR
2018	●	Chennai – SR
2017	●	Mumbai – WR
2016	●	Noida – NR
2015	●	Bangalore – SR

### Organizing Committee

- Sudhir Shah, President (Director – Scoops Ice Cream)
- Rajesh R Gandhi, Chairman (MD – Vadilal)
- Ashish Nahar, Secretary (Co-Founder – India Fun Dairy)
- Pradeep Pai, Treasurer (MD - Hangyo Ice Creams)

### Title Partners

- 2025 – not announced yet
- 2024 – Haier
- 2023 – Haier
- 2022 – Rockwell
- 2019 - Haier



### IICA Committee

- Anuvrat Pabrai, Pabrai's Ice Cream
- Girish Pai, Naturals Ice Cream
- Charanjit Singh Basant, Basant Ice Cream
- A. Balaraju, Dairy Classic Ice Cream
- C. K. Bharadwaj, Creambell
- Govind Das Shah, Scoops
- Simon John, Lazza Ice Cream

### 2025 Event Expectations

**300+**  
Exhibitors

**20,000+**  
Visitors

**21+**  
Countries

# Competing Events

## World of Ice Cream Expo

2025 ● Gujrat - WR

2024 ● Noida – NR

### Key Observations

- Not only Ice Cream Event, also caters frozen food market
- ~ 70 Exhibitors participated in 2024 edition
- Voltas was title partner

### 2025 Event Expectations

**200+**  
**Exhibitors**

**20,000+**  
**Visitors**

### Organizing Committee

- Puneet Manchanda, Homemade Bakers
- Mukesh Kothari, Manmohak Ice Cream
- Vivek Mishra, Moonberry Ice Cream
- Himmatbhai Pokiya, Khushboo Ice Cream
- Kheraj Rijhwani, Gelato House
- Anil Mohan Tiwari, Maxicecream
- Kuldeep Jindal, Dairy Toys



**Partner  
Association**

### Ice Cream Exhibitor Profile

- Ice Cream Machine Manufacturer
- Ice Cream Plant Manufacturer
- Ice Cream Raw Material Suppliers
- Ice Cream Printing and Packing
- Refrigerator Manufacturers
- Cold Room Manufacturers
- Logistics
- Ice Cream Cart Manufacturers
- Dry Fruit Traders
- Chocolate Manufacturers
- Ice Cream Cutlery Manufacturers
- Ice Cream Cone Manufacturers
- Utensils for Ice Cream
- Ice Cream Flavors & Fragrance

### Frozen Food Exhibitor Profile

- Frozen Food Manufacturers
- Vegetables and Fruits
- Ready-to-Eat Meals
- Dairy Products
- Bakery Products
- Snacks and Appetizers
- Frozen Food Processing
- Blanching and Pre-treatment
- Freezing Technologies
- Inventory Management
- Distribution Centers
- Refrigerated Transport
- Supply Chain Management

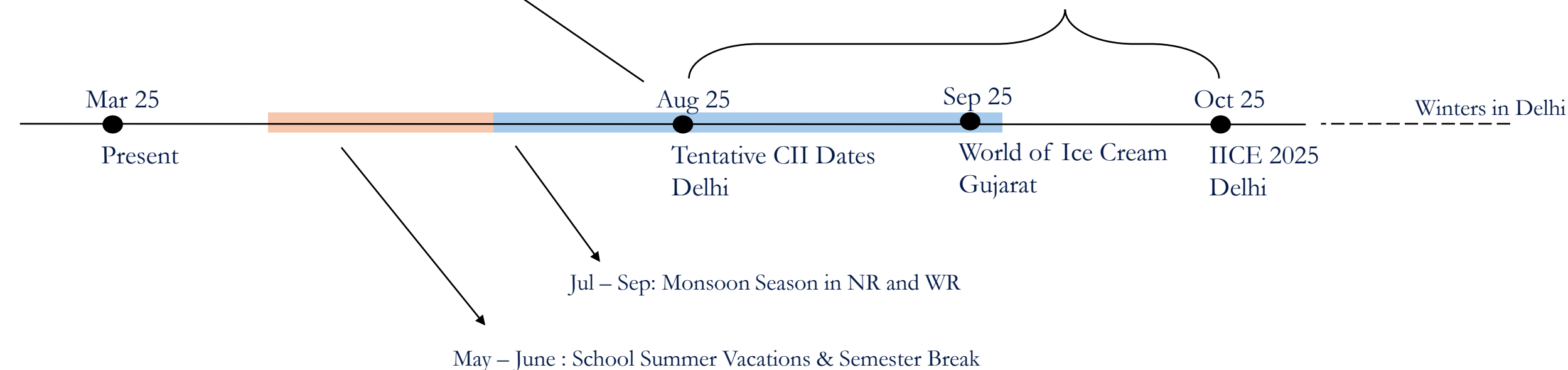
# Timeline Assessment for CII

## Potential Issues with CII Dates (15-17 Aug 2025)

- Tentative dates near to public holiday, could cause logistics issues
- Janmashtami could be another trouble
- Aug holds three major India Festivals, incl Janmashtami and Ganesh Chaturthi, could lead to low participation
- Monsoon could create other hurdle, Aug 2024 recorded highest rainfall in Delhi

## CII vs IICE

- Gap of approx. 60 days
- Potential threat of low participations from leading manufacturers
- Could also lead to low participation of value chain players



# Key Observations

- ❑ With a limited market value and modest growth over the past five years, the Indian ice cream market can be classified as an OLIGOPOLY, with key players such as Amul, Vadilal, HUL, Havmor, and Mother Dairy collectively controlling ~ 70% of the market. These key players have a strong presence at IICA events, often holding committee leadership positions.
  - Launching a new event in this product category would only be successful with their participation, along with their value chain. Otherwise, relying solely on SMEs would pose a financial risk, as they may struggle to meet the expense standards set by CII.
  - Scalability of the event could also challenge, because of its market structure.
  - Making a competitive event with sectoral association in same region and less than a gap of 3 months, would a big challenge in attracting OEMs over the participation.
- ❑ Although India is the third largest market in Asia Pacific but is 30% of China and 50% of Japan. Western and Northern region are the leaders in manufacturing as well consumption of Ice Cream in India.
- ❑ Limited product classification in Ice Cream and Frozen Food, would be difficult to hold multi-pavilion event.
- ❑ Due to India's minimal ice cream import value and high import duties, foreign players may perceive market entry as a challenge. Currently, imported ice creams are primarily found in luxury hotels and restaurants, catering to high-end customers. Then would be difficult in attraction of international pavilion
- ❑ With less than 1% CII membership from the ice cream and frozen food manufacturing sector, and as a relatively new B2C event for CII, it offers no significant brand showcase opportunity for OEMs.
- ❑ Despite CII members including key ice cream sector players like Vadilal, Havmor, and HUL—who also hold key positions in the organizing committee of the Indian Ice Cream Expo—there would be limited support to the CII's ice cream event.

- ❑ Considering annual consecutive events from Ice Cream Manufacturing Associations, Q3 and Q4 of calendar year (CY) are not suggested.
- ❑ Generally, Q1 of CY accounted to have low budget in promotional activities and planning for next fiscal year

## **BANGALORE in 2025**

- ❑ Our analysis, at bird eye view, suggested to have Nov 2025 as potential month to conduct event in Bangalore, considered points:
  - No big event for Ice Cream Sector in 2025 for Southern Region, first edition of regional event held in Feb 2025 in Tamil Nadu.
  - Looking on Ice Cream Sectoral Association event history, southern region appears to be equally relevant as west of India
  - No major dominance of key players in South of India as Amul or Mother Dairy. Gives an opportunity to cater SMEs in the region more appropriately compared to Northern region
  - Bangalore could be a key location, looking high-income and urban consumer base, adding CII could partner with Karnataka Milk Federation, to increase participation of local vendors.

## **DELHI-NCR in 2026**

- ❑ Our analysis, at bird eye view, suggested to have April 2026 as potential month to conduct event in Delhi NCR, considered points:
  - 5-to-6-month difference from competing events
  - No financial crunches from exhibitors and sponsors, as it will be beginning of the fiscal year
  - Summer will attract more participants to the fair part of the event
  - Average Delhi Temperature for April ranges between 20 to 35 degree Celsius, that could be managed for having hybrid event (open and close area)
  - Beginning of summer will also attract appliance manufacturer, as it will give them a platform to display summer products or new season product launches



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# Thanks for Your Precious Time



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