

DUBAI ICE CREAM

Challenge

New launches are one of the key growth drivers of the ice cream market. But with the short “high season,” the number of launches competing for consumers’ attention at the same time is enormous.

Solution

Insight: When a trend hits, you have to jump on it and ride it.

Idea: Dubai chocolate became one of the biggest food trends of 2024–2025, quickly turning into a global phenomenon. Unprecedented consumer interest, clearly defined product characteristics, and the proven effectiveness of combining confectionery and ice cream gave us strong reasons to believe it could become a hit.

Execution: We launched Dubai, a chocolate-coated ice cream bar inspired by the global Dubai chocolate trend – becoming the first brand in Belarus to bring this mega-popular trend to ice cream.

Results (May–July 2025):

- **#2 among all new ice cream launches of 2025**, with a 10% market share. For comparison, the #1 new launch had a 13% share and had been on the market since March 2025. A total of 179 new SKUs were launched in the ice cream market in 2025.
- **Top 25 across the entire ice cream market**, with a 1.1% share out of 1,096 SKUs.
- **The #1 SKU had a 3.9% share**, while #20 had 1.5%.
- **#7 in the ice cream bar segment**, which included 256 SKUs. Bremor’s overall ice cream market share grew by 4 percentage points, despite the market’s negative dynamics.



MOST TRENDY ICE CREAM * THE MOST TRENDY ICE C

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