



ILLUSTRATION: EFATH

COLD RUSH

Bangladesh's Ice Cream Boom

PRIYAM PAUL

The ice cream industry in Bangladesh has been undergoing a transformative boom, fuelled by rising disposable incomes, expanding urbanisation, and a growing middle class with a taste for indulgence. Once a seasonal luxury, ice cream is fast becoming a staple of year-round urban leisure, with brands racing to meet evolving consumer preferences.

Over the past decade, the market has witnessed remarkable growth, averaging around 15 percent annually. According to industry insiders, the market size now stands at approximately Tk 3,000 crore and is projected to reach Tk 5,000 crore by 2030, if current trends persist. Annual production hovers around 10 crore litres, reflecting an appetite that shows no signs of cooling.

Several factors contribute to this steady rise. As rural electrification improves and refrigerators become more common across households, consumption patterns are shifting. Consumers are increasingly opting for trusted national brands over small, unbranded local producers. Moreover, the desire for premium flavours and hygienically preserved products is on the rise, further cementing the popularity of well-established companies.

Rise of the Big Brands

Gone are the days when local, district based producers dominated the scene. Today, brands like Igloo, Polar, Lovello, Savoy, Kwality, Za n Zee, and Bloop lead the industry with their nationwide distribution networks and investments in quality control,

branding, and cold chain logistics.

"Being a pioneer in the modern ice cream industry, Igloo places the highest priority on product quality," says ASM Mainuddin Monem, Managing Director of Igloo Ice Cream. "Over the past decade, Bangladeshi consumers have become more health-conscious, and Igloo has responded accordingly. We've also partnered with global companies such as YUM! Brands and Carl's Jr. to offer co-branded experiences."

These collaborations are not just branding exercises—they indicate the growing sophistication of Bangladesh's frozen dessert market, where international standards of taste, texture, and packaging are now the norm.

A Seasonal Sweet Spot

Despite its rapid growth, the ice cream industry remains highly seasonal. Summer months—particularly April, May, and June—account for nearly 60 percent of total annual sales. March, July, and August also record significant volumes. However, sales take a sharp dip during the winter months of December and January, making the industry sensitive to seasonal fluctuations in temperature.

Producers have long adapted their business models to this rhythm, deploying seasonal staff and tailoring marketing campaigns around the 'ice cream months'. Nonetheless, innovations in packaging and flavour variety are helping to expand consumption into off-peak periods.

Segments of Taste

The market is broadly divided into two key segments: impulse and family. The impulse category includes items such as cones, cups, and sticks—sold through ice cream carts and retail outlets. This category makes up approximately 70 percent of total sales.

SEE PAGE S2

BANGLADESH'S COOLEST LEGACY SINCE 1984



SWEET BEGINNINGS

In a land where sunshine reigns and celebrations are never complete without a sweet bite, one name has stood the test of time—**Igloo**.

A LEGACY REBORN

The journey of Bangladesh's most beloved ice cream began in 1964 under K. Rahman & Co. But it was after the Liberation War that Igloo truly found its heart. In 1981, visionary industrialist **Mr. Abdul Monem**, founder of Abdul Monem Limited (AML), took a bold leap and acquired the dormant factory. By 1984, Igloo was reborn with a mission to serve the nation something refreshingly world-class.

DRIVEN BY QUALITY

Mr. Monem's legacy was grounded in one powerful belief: "Whatever you produce, make sure it is of top-notch quality." This philosophy fueled Igloo's rise, as the brand used premium imported ingredients and global production standards, earning the love and trust of millions.



LEADING WITH PASSION

Today, Igloo is led by **Mr. A.S.M. Mainuddin Monem**, the current Managing Director of AML, who carries forward the same passion and integrity. Igloo's portfolio now boasts over 100+ product variants. With nationwide distribution across 64 districts and presence in over 50,000+ outlets, Igloo holds the leading market position with a dominant market share. Its excellence is consistently recognized, with eight Best Brand Awards and the Superbrands title for many years.

FUTURE-READY

Looking ahead, Igloo is embracing the future with confidence. A strong R&D team is preparing to introduce cutting-edge innovations, some never before seen in the region.

BEYOND ICE CREAM

From humble beginnings to industry leadership, Igloo is more than ice cream. A symbol of quality, joy and cool memories that only get sweeter with time.



8 BEST BRAND AWARD SINCE 2013-2024