



## FROM MALAI TO MOCHA A Taste Tour of Bangladeshi Ice Cream

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From schoolyard choc bars to tiramisu-infused gelato, ice cream in Bangladesh has undergone a full-blown identity crisis, but in the best way possible. What used to be predictable is now personal. The freezer isn't just cold storage anymore. It's a canvas of culture, memory, and mood.

And at the heart of this evolution are brands like Igloo and Polar, who've been shaping the nation's cravings for decades.

When the market gets hot, the ice cream gets smarter

Despite unpredictable weather and policy potholes, the ice cream business in Bangladesh is booming, growing at a rate that would make any economist do a double-take. But behind the scenes, the hustle is real.

"The market is facing serious fluctuations due to non-supportive regulatory policies and untimely excessive rainfall," says Sumit Chakraborty, AGM, Marketing at

Igloo Ice Cream. "Yet demand continues to rise, especially during peak seasons when even all the brands combined can't meet it."

That's not an exaggeration. Ice cream has officially outgrown its status as a seasonal treat. It's now an everyday indulgence, and the freezers can barely keep up.

**Tastebuds are travelling: From malai to mint**

Once upon a time, vanilla, strawberry, and chocolate had the stage all to themselves. Now? They're just the opening act.

Thanks to a new generation of flavour-hunters, the Bangladeshi palate has gone global without losing its roots. Today, you can walk into a corner store and grab a red velvet swirl, a doi-inspired gelato, or even something that tastes suspiciously like a chilled version of your grandma's shemai.

"We've introduced products like Exotic, Icecafe, Kheer Malai, and Blueberry Yoghurt to reflect evolving consumer tastes," says Chakraborty. "Innovation is our core."

Polar, too, is not just playing catch-up; they're setting the tempo. With flavours like Salted Caramel, Mint Mocha, and their Carnival hazelnut cones, they've taken Bangladesh's taste for novelty and spun it into joy. Their Robusto bar – a thick chocolate-coated stick – and Raffinato, a gelato-inspired premium line, are changing what it means to eat ice cream in a tropical country.

But don't be fooled. At their core, both brands still carry the flavours we grew up on – doi, kheer, malai – preserved not as nostalgia, but as pride.



**Spoonfuls of guilt-free pleasure**

Once upon a time, eating ice cream meant either enjoying it or feeling bad about it. Now you can do both. Or neither.

The modern consumer wants indulgence, but without compromise. Igloo has responded by eliminating trans fats, ditching artificial colouring, and developing vegan-friendly and sugar-free options – even if it means tripling their production costs.

"We've been offering sugar-free products for over 20 years," Chakraborty says. "And we're close to launching vegan ice creams, pending new BSTI standards."

Polar, too, has leaned into this shift with their dual-flavour litre packs and balanced formulas – clever combinations of value and variety for

families who want more choice without more sugar.

The result? A freezer aisle that feels like a wellness aisle with sprinkles.

**Cold chains and hot headaches**

But for every creamy, dreamy scoop, there's a war being fought backstage – a war against heat, humidity, and logistical chaos.

"Ice cream must be stored at -20 degrees Celsius from production to consumption," explains Chakraborty. "Even the slightest temperature deviation can ruin taste, shape, and customer trust."

In rural Bangladesh, this cold chain is a fragile miracle. Freezers double as storage for everything from fish to medicine. Load shedding doesn't ask for permission. Retailers

break protocol. Cyclones don't care about inventory.

That's why brands like Igloo and Polar are going heavy on infrastructure. In 2024, Polar moved its entire operation to a new state-of-the-art manufacturing facility in Birulia, armed with European technology and built for scale. It's not just about making more – it's about making it last longer, taste better, and survive the heat.

**The next flavour might surprise you**

If you think you've seen everything ice cream can offer, brace yourself.

"Our R&D team is preparing to launch flavours the industry hasn't seen before," teases Chakraborty. "We're ready to surprise our consumers next season."

Polar echoes the excitement, hinting at more premium offerings and experimental combos. The message is clear: the war of the cones isn't cooling down anytime soon.

**Ice cream is our love language**

This isn't just about dessert. It's about who we're becoming as eaters, as dreamers, as Bangladeshis.

Ice cream in this country is layered with more than chocolate and syrup. It's layered with memory, mischief, and possibility. It's heritage in a stick. It's ambition in a tub. It's proof that something as simple as frozen cream can carry a nation's craving for comfort, innovation, and joy.

So, whether you're dipping your spoon into a familiar kheer malai or going rogue with tamarind sorbet, one thing's for sure – this is more than ice cream. This is who we are when we allow ourselves to feel good.

And that's a flavour we'll never stop chasing.



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# রেড ভেলভেট

## আইসক্রীম

আইসক্রীম

নি  
ভালো  
থাক

পোলার  
রেড ভেলভেট  
আইসক্রীম

Net Volume: 1 Liter

Red Velvet  
Ice Cream

\*এটি একটি স্বাদময়ী কল্পনা  
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