

# Manufacturers Will Need to Continue to Adapt to Meet the Demands of the Post-Recession Consumer in 2013, Says ROKK

Submitted by: ROKK Processing

Friday, 26 October 2012

---

Despite consumer spending trends changing slightly over the last couple of months, ROKK, the award winning manufacturer of high-end ice cream manufacturing machinery including the renowned RFE continuous ice cream freezer (<http://rokk-processing.com/p/machines/rokk-rf-800-continuous-ice-cream-freezer/>), says that the primary habits of the post-recession consumer will continue into 2013 and ice cream manufacturers will need to continue to adapt to meet their requirements.

The global economic climate has been unstable for a number of years and 2012 has, so far, been no exception with unemployment rates hitting record highs on a number of occasions, despite lowering in recent months. As a result consumers, as the reports suggested they would, became more savvy, and indeed demanding, with their buying habits throughout the year, wanting luxury products for less and a service, whether online or offline, to match.

Phil Darvell, managing director of ROKK, commented: "Every industry is going to have to continue to adapt their businesses to meet the demands of the post-recession consumer or risk losing sales to competitors – brand loyalty can no longer be relied on or taken for granted. Dairy and ice cream manufacturers will need to ensure that their machinery can consistently produce the finest quality end product, quickly, efficiently and with as little human input as possible to ensure that profits margins remain as large as possible.

"Further to this, the packaging will need a look and feel that is reflective of the 'quality' product inside. Every detail needs to entice the consumer or they will quite simply go elsewhere."

Consumers are going to shape, more than ever, the way the industry operates and dairy and ice cream manufacturers need to be aware of what their requirements are so that they can not only meet, but exceed expectations and maintain a healthy and profitable business.

For more information about ROKK and its range of high-quality machinery including the RFE Continuous freezer (<http://rokk-processing.com/p/machines/rokk-rfe-continuous-freezer/>) range and its Ice cream ingredient feeder (<http://rokk-processing.com/p/machine-type/ice-cream-ingredient-feeder/>), the RIF, please visit [www.rokk-processing.com](http://www.rokk-processing.com).