

Ice Cream Market in North America to 2014

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Abstracts

Introduction

This databook provides key data and information on the ice cream market covering two countries in North America. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution and company share. This report also provides expenditure and consumption data for the historic and forecast periods.

Scope

* Contains information on four categories: impulse ice cream, take-home ice cream, artisanal ice cream and frozen yogurt

* Market, category and segment level information on value and volume with historic (2004-09) and forecast (2010-14) data

* Category level company share as well as distribution share information for 2008 and 2009

* Review of the top two companies within the ice cream market, including company overview, key facts and business description

Highlights

The market for ice cream in North America increased at a compound annual growth rate of 2% between 2004 and 2009.

The take-home ice cream category led the ice cream market in North America,

accounting for a share of 67.4%.

The leading players in the North American ice cream market are Nestle S.A. and Unilever.

Reasons to Purchase

- * Develop business strategies by understanding the quantitative trends within the ice cream market in North America
- * Design effective marketing and sales strategies by identifying key market categories and segments
- * Identify key players within the market to plan lucrative M&A, partnerships and agreements

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