

Ice Cream and Frozen Desserts in the US

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Abstracts

The major story of 2020 in most food and beverage categories was the movement of consumption towards the home. Such was the case with ice cream. Consumers practicing social distancing, either through fear of contagion or due to government-mandated restrictions, replaced trips to restaurants and ice cream shops with trips to their freezers. This is not to say that some foodservice locations did not find inventive strategies to address restrictions, but in general, on-premises suffered severely. D...

Euromonitor International's Ice Cream and Frozen Desserts in USA report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2016-2020, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2025, clearly indicating how the market is expected to change.

Product coverage: Frozen Desserts, Ice Cream.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Ice Cream and Frozen Desserts market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

ICE CREAM AND FROZEN DESSERTS IN THE US

KEY DATA FINDINGS

2021 DEVELOPMENTS

Pandemic causes a massive shift of consumption towards the home

Indulgence wins the day in troubled times

E-commerce rapidly matures

PROSPECTS AND OPPORTUNITIES

New consumption habits creates a new baseline through retail

Foodservice recovery is the major question hanging over the category

Impulse will need to address reality of new shopping habits

CATEGORY DATA

Table 1 Sales of Ice Cream and Frozen Desserts by Category: Volume 2016-2021

Table 2 Sales of Ice Cream and Frozen Desserts by Category: Value 2016-2021

Table 3 Sales of Ice Cream and Frozen Desserts by Category: % Volume Growth 2016-2021

Table 4 Sales of Ice Cream and Frozen Desserts by Category: % Value Growth 2016-2021

Table 5 Sales of Ice Cream by Leading Flavours: Rankings 2016-2021

Table 6 Sales of Impulse Ice Cream by Format: % Value 2016-2021

Table 7 NBO Company Shares of Ice Cream and Frozen Desserts: % Value 2017-2021

Table 8 LBN Brand Shares of Ice Cream and Frozen Desserts: % Value 2018-2021

Table 9 NBO Company Shares of Ice Cream: % Value 2017-2021

Table 10 LBN Brand Shares of Ice Cream: % Value 2018-2021

Table 11 NBO Company Shares of Impulse Ice Cream: % Value 2017-2021

Table 12 LBN Brand Shares of Impulse Ice Cream: % Value 2018-2021

Table 13 NBO Company Shares of Take-home Ice Cream: % Value 2017-2021

Table 14 LBN Brand Shares of Take-home Ice Cream: % Value 2018-2021

Table 15 NBO Company Shares of Frozen Desserts: % Value 2017-2021

Table 16 LBN Brand Shares of Frozen Desserts: % Value 2018-2021

Table 17 Distribution of Ice Cream and Frozen Desserts by Format: % Value 2016-2021

Table 18 Distribution of Ice Cream by Format: % Value 2016-2021

Table 19 Distribution of Frozen Desserts by Format: % Value 2016-2021

Table 20 Forecast Sales of Ice Cream and Frozen Desserts by Category: Volume 2021-2026

Table 21 Forecast Sales of Ice Cream and Frozen Desserts by Category: Value 2021-2026

Table 22 Forecast Sales of Ice Cream and Frozen Desserts by Category: % Volume

Growth 2021-2026

Table 23 Forecast Sales of Ice Cream and Frozen Desserts by Category: % Value

Growth 2021-2026

CHART 1 Snacks Value Sales Growth Scenarios: 2019-2026

CHART 2 Snacks Impact of Drivers on Value Sales: 2019-2026

SNACKS IN THE US

EXECUTIVE SUMMARY

Snacks in 2021: The big picture

Key trends in 2021

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 24 Sales of Snacks by Category: Volume 2016-2021

Table 25 Sales of Snacks by Category: Value 2016-2021

Table 26 Sales of Snacks by Category: % Volume Growth 2016-2021

Table 27 Sales of Snacks by Category: % Value Growth 2016-2021

Table 28 NBO Company Shares of Snacks: % Value 2017-2021

Table 29 LBN Brand Shares of Snacks: % Value 2018-2021

Table 30 Penetration of Private Label by Category: % Value 2016-2021

Table 31 Distribution of Snacks by Format: % Value 2016-2021

Table 32 Forecast Sales of Snacks by Category: Volume 2021-2026

Table 33 Forecast Sales of Snacks by Category: Value 2021-2026

Table 34 Forecast Sales of Snacks by Category: % Volume Growth 2021-2026

Table 35 Forecast Sales of Snacks by Category: % Value Growth 2021-2026

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SOURCES

Summary 1 Research Sources

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