

Ice Cream in the US

URL:	https://marketpublishers.com/r/ID2C4DA35D3EN.html
Date:	November 19, 2014
Pages:	72
Price:	US\$ 990.00
ID:	ID2C4DA35D3EN

The predicted volume decline and flat value growth of ice cream in 2014 are largely the result of long running factors, such as a recovering economy, as well as new ones, like inconsistent weather. A rise in consumer confidence and incomes allowed many Americans to take more trips to tourist destinations and shopping centres where they could eat ice cream in restaurants. In addition, the US experienced incredibly harsh and long winters in 2013 and early 2014, limiting the desire for any sort of...

Euromonitor International's Ice Cream in USA report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2009-2013, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2018 illustrate how the market is set to change.

Product coverage: Frozen Yoghurt, Impulse Ice Cream, Retail Artisanal Ice Cream, Take-Home 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 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.

Table of Content

ICE CREAM IN THE US

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Ice Cream by Category: Volume 2009-2014

Table 2 Sales of Ice Cream by Category: Value 2009-2014

Table 3 Sales of Ice Cream by Category: % Volume Growth 2009-2014

- Table 4 Sales of Ice Cream by Category: % Value Growth 2009-2014
- Table 5 Sales of Ice Cream by Leading Flavours: Rankings 2009-2014
- Table 6 NBO Company Shares of Ice Cream: % Value 2010-2014
- Table 7 LBN Brand Shares of Ice Cream: % Value 2011-2014
- Table 8 NBO Company Shares of Impulse Ice Cream: % Value 2010-2014
- Table 9 LBN Brand Shares of Impulse Ice Cream: % Value 2011-2014
- Table 10 NBO Company Shares of Take-home Ice Cream: % Value 2010-2014
- Table 11 LBN Brand Shares of Take-home Ice Cream: % Value 2011-2014
- Table 12 Distribution of Ice Cream by Format: % Value 2009-2014
- Table 13 Forecast Sales of Ice Cream by Category: Volume 2014-2019
- Table 14 Forecast Sales of Ice Cream by Category: Value 2014-2019
- Table 15 Forecast Sales of Ice Cream by Category: % Volume Growth 2014-2019
- Table 16 Forecast Sales of Ice Cream by Category: % Value Growth 2014-2019

Conagra Foods Inc in Packaged Food (usa)

Strategic Direction

Key Facts

Summary 1 ConAgra Foods Inc: Key Facts

Summary 2 ConAgra Foods Inc: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 ConAgra Foods Inc: Competitive Position 2014

Kroger Co in Packaged Food (usa)

Strategic Direction

Key Facts

Summary 4 Kroger Co: Key Facts

Summary 5 Kroger Co: Operational Indicators

Company Background

Internet Strategy

Summary 6 Kroger Co: Share of Sales Generated by Internet Retailing

Private Label

Summary 7 Kroger Co: Private Label Portfolio

Competitive Positioning

Summary 8 Kroger Co: Competitive Position 2014

Executive Summary

Packaged Food Sales Steady in 2014

Healthy and Tasty Becomes A Key Selling Point

Companies Continue To Focus Efforts Through Mergers and Acquisitions

Variety and Forecourt Continue To Make Gains

Packaged Food Sales Expected To Grow With Recovering Economy

Key Trends and Developments

Tasty But Healthy Becomes Key Selling Point

Millennials Continue To Shape New Product Development

Mergers and Acquisitions Make Their Mark

the New Narrative

Foodservice - Key Trends and Developments

Headlines

Trends - Sales To Foodservice

Trends - Foodservice

Prospects

Category Data

Table 17 Foodservice Sales of Packaged Food by Category: Volume 2009-2014

Table 18 Foodservice Sales of Packaged Food by Category: % Volume Growth 2009-2014

Table 19 Forecast Foodservice Sales of Packaged Food by Category: Volume 2014-2019

Table 20 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2014-2019

Impulse and Indulgence Products - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 21 Sales of Impulse and Indulgence Products by Category: Volume 2009-2014

Table 22 Sales of Impulse and Indulgence Products by Category: Value 2009-2014

Table 23 Sales of Impulse and Indulgence Products by Category: % Volume Growth 2009-2014

Table 24 Sales of Impulse and Indulgence Products by Category: % Value Growth 2009-2014

Table 25 NBO Company Shares of Impulse and Indulgence Products: % Value 2010-2014

Table 26 LBN Brand Shares of Impulse and Indulgence Products: % Value 2011-2014

Table 27 Forecast Sales of Impulse and Indulgence Products by Category: Volume 2014-2019

Table 28 Forecast Sales of Impulse and Indulgence Products by Category: Value 2014-2019

Table 29 Forecast Sales of Impulse and Indulgence Products by Category: % Volume Growth 2014-2019

Table 30 Forecast Sales of Impulse and Indulgence Products by Category: % Value Growth 2014-2019

Meal Solutions - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 31 Sales of Meal Solutions by Category: Volume 2009-2014

Table 32 Sales of Meal Solutions by Category: Value 2009-2014

Table 33 Sales of Meal Solutions by Category: % Volume Growth 2009-2014

Table 34 Sales of Meal Solutions by Category: % Value Growth 2009-2014

Table 35 NBO Company Shares of Meal Solutions: % Value 2010-2014

Table 36 LBN Brand Shares of Meal Solutions: % Value 2011-2014

Table 37 Forecast Sales of Meal Solutions by Category: Volume 2014-2019

Table 38 Forecast Sales of Meal Solutions by Category: Value 2014-2019

Table 39 Forecast Sales of Meal Solutions by Category: % Volume Growth 2014-2019

Table 40 Forecast Sales of Meal Solutions by Category: % Value Growth 2014-2019

Nutrition/staples - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 41 Sales of Nutrition/Staples by Category: Volume 2009-2014

Table 42 Sales of Nutrition/Staples by Category: Value 2009-2014

Table 43 Sales of Nutrition/Staples by Category: % Volume Growth 2009-2014

Table 44 Sales of Nutrition/Staples by Category: % Value Growth 2009-2014

Table 45 NBO Company Shares of Nutrition/Staples: % Value 2010-2014

Table 46 LBN Brand Shares of Nutrition/Staples: % Value 2011-2014

Table 47 Forecast Sales of Nutrition/Staples by Category: Volume 2014-2019

Table 48 Forecast Sales of Nutrition/Staples by Category: Value 2014-2019

Table 49 Forecast Sales of Nutrition/Staples by Category: % Volume Growth 2014-2019

Table 50 Forecast Sales of Nutrition/Staples by Category: % Value Growth 2014-2019

Market Data

Table 51 Sales of Packaged Food by Category: Volume 2009-2014

Table 52 Sales of Packaged Food by Category: Value 2009-2014

Table 53 Sales of Packaged Food by Category: % Volume Growth 2009-2014

Table 54 Sales of Packaged Food by Category: % Value Growth 2009-2014

Table 55 GBO Company Shares of Packaged Food: % Value 2010-2014

Table 56 NBO Company Shares of Packaged Food: % Value 2010-2014

- Table 57 LBN Brand Shares of Packaged Food: % Value 2011-2014
- Table 58 Penetration of Private Label by Category: % Value 2009-2014
- Table 59 Distribution of Packaged Food by Format: % Value 2009-2014
- Table 60 Distribution of Packaged Food by Format and Category: % Value 2014
- Table 61 Forecast Sales of Packaged Food by Category: Volume 2014-2019
- Table 62 Forecast Sales of Packaged Food by Category: Value 2014-2019
- Table 63 Forecast Sales of Packaged Food by Category: % Volume Growth 2014-2019
- Table 64 Forecast Sales of Packaged Food by Category: % Value Growth 2014-2019

Sources

Summary 9 Research Sources

I would like to order:

Product name: Ice Cream in the US
Product link: <https://marketpublishers.com/r/ID2C4DA35D3EN.html>
Product ID: ID2C4DA35D3EN
Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service: office@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click 'BUY NOW' button on product page <https://marketpublishers.com/r/ID2C4DA35D3EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
E-mail:
Company:
Address:
City:
Zip/Post Code:
Country:
Tel:
Fax:
Your message:

* All fields are required

Customer Signature _____

Please, note that by ordering from MarketPublisher.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms_conditions.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to **+44 20 7900 3970**