

## Ice Cream in the US

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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.

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