

Ice Cream Parlor Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 – 2032

<https://marketpublishers.com/r/I5848FFC5C8FEN.html>

Date: September 2024

Pages: 162

Price: US\$ 4,850.00 (Single User License)

ID: I5848FFC5C8FEN

Abstracts

The Global Ice Cream Parlor Market was valued at USD 13.8 billion in 2023 and is expected to grow at a steady CAGR of 4.9% between 2024 and 2032. Modern consumers are increasingly drawn to innovative and diverse ice cream options, fueling demand for unique flavors and custom creations. This has led to a surge in artisanal offerings, gourmet varieties, and fusion desserts, appealing to those eager to explore new taste experiences. As a result, ice cream parlors continuously evolve their menus to meet these growing consumer expectations. Seasonality plays a significant role in ice cream sales, with demand typically peaking during warmer months and certain holidays. By aligning with seasonal trends, such as offering holiday-themed flavors, parlors can capitalize on heightened consumer interest. Economic conditions also influence consumer spending on indulgent treats like ice cream. During times of economic growth, higher disposable incomes tend to drive demand for premium and specialty ice cream products, while economic downturns may push consumers toward more affordable alternatives. The market is segmented by type into independent and branded/franchise parlors.

In 2023, branded/franchise parlors dominated the market, benefiting from strong brand recognition and consumer trust. Customers are often drawn to familiar names known for quality and consistency, which drives foot traffic to these locations. Branded franchises also have access to broader marketing resources, allowing them to reach larger audiences through national advertising and social media campaigns. On the product front, the market is divided into traditional and artisanal ice cream.

Traditional ice cream held the largest share in 2023, driven by established brands that enjoy strong consumer trust and loyalty. Its widespread availability in grocery and convenience stores, as well as food service outlets, makes it highly accessible, resulting in higher sales volumes. Regionally, North America accounted for USD 3.7 billion in the ice cream parlor market in 2023, with projections to reach USD 5.7 billion by 2032. The

rising health consciousness among consumers has spurred demand for healthier ice cream options, including dairy-free alternatives, lower-calorie, and reduced sugar. In response, ice cream parlors are constantly offering products with alternative inducements, natural components, and less fat content to meet the requirements of health-conscious customers.

Contents

Report Content

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definitions
- 1.2 Base estimates & calculations
- 1.3 Forecast calculations
- 1.4 Data sources
 - 1.4.1 Primary
 - 1.4.2 Secondary
 - 1.4.2.1 Paid sources
 - 1.4.2.2 Public sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis, 2021-2032

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
 - 3.1.1 Factor affecting the value chain
 - 3.1.2 Profit margin analysis
 - 3.1.3 Disruptions
 - 3.1.4 Future outlook
 - 3.1.5 Manufacturers
 - 3.1.6 Distributors
- 3.2 Supplier landscape
- 3.3 Key news & initiatives
- 3.4 Impact forces
 - 3.4.1 Growth drivers
 - 3.4.1.1 Evolving consumer taste and preferences
 - 3.4.1.2 Growing ice cream market
 - 3.4.1.3 Rapid urbanization
 - 3.4.1.4 Increasing functionality and take away trends
 - 3.4.2 Industry pitfalls & challenges
 - 3.4.2.1 Seasonal and weather-dependent demand
 - 3.4.2.2 Rising costs of ingredients and supplies

- 3.5 Growth potential analysis
- 3.6 Porter's analysis
- 3.7 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2023

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive positioning matrix
- 4.4 Strategic outlook matrix

CHAPTER 5 MARKET ESTIMATES & FORECAST, BY TYPE, 2021-2032 (USD BILLION)

- 5.1 Key trends
- 5.2 Independent
- 5.3 Branded/Franchise

CHAPTER 6 MARKET ESTIMATES & FORECAST, BY PRODUCT, 2021-2032 (USD BILLION)

- 6.1 Key trends
- 6.2 Traditional ice cream
- 6.3 Artisanal ice cream

CHAPTER 7 MARKET ESTIMATES & FORECAST, BY SERVICE TYPE, 2021-2032 (USD BILLION)

- 7.1 Key trends
- 7.2 Dine-in
- 7.3 Takeaway
- 7.4 Combined

CHAPTER 8 MARKET ESTIMATES & FORECAST, BY REGION, 2021-2032 (USD BILLION)

- 8.1 Key trends
- 8.2 North America
 - 8.2.1 U.S.

- 8.2.2 Canada
- 8.3 Europe
 - 8.3.1 UK
 - 8.3.2 Germany
 - 8.3.3 France
 - 8.3.4 Italy
 - 8.3.5 Spain
 - 8.3.6 Russia
- 8.4 Asia Pacific
 - 8.4.1 China
 - 8.4.2 India
 - 8.4.3 Japan
 - 8.4.4 South Korea
 - 8.4.5 Australia
- 8.5 Latin America
 - 8.5.1 Brazil
 - 8.5.2 Mexico
- 8.6 MEA
 - 8.6.1 South Africa
 - 8.6.2 Saudi Arabia
 - 8.6.3 UAE

CHAPTER 9 COMPANY PROFILES

- 9.1 Baskin-Robbins
- 9.2 Ben & Jerry's
- 9.3 Blue Bell Creameries
- 9.4 Breyers
- 9.5 Carvel
- 9.6 Cold Stone Creamery
- 9.7 Dairy Queen
- 9.8 Ghirardelli Ice Cream and Chocolate Shop
- 9.9 Graeter's Ice Cream
- 9.10 Haagen-Dazs
- 9.11 Jeni's Splendid Ice Creams
- 9.12 Lick Honest Ice Creams
- 9.13 Unilever
- 9.14 Salt & Straw
- 9.15 Sundae School

I would like to order

Product name: Ice Cream Parlor Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 – 2032

Product link: <https://marketpublishers.com/r/I5848FFC5C8FEN.html>

Price: US\$ 4,850.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/I5848FFC5C8FEN.html>