

U.S. Artisanal Ice Cream Market Size, Share & Trends Analysis Report By Flavor (Chocolate, Vanilla, Fruit), By Distribution Channel (Convenience Stores, Specialty Stores, Hypermarket & Supermarket), By States, And Segment Forecasts, 2024 - 2030

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Abstracts

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U.S. Artisanal Ice Cream Market Growth & Trends

The U.S. artisanal ice cream market size is expected to reach USD 3.39 billion by 2030, growing at a CAGR of 6.5%, according to a new report by Grand View Research, Inc. The trend towards indulgence and experiential consumption has fueled interest in artisanal ice cream. Consumers are increasingly seeking out unique and innovative flavors and textures, as well as specialty products such as handmade cones and artisanal toppings. This aligns with the broader shift towards gourmet and artisanal food experiences, where consumers are willing to pay a premium for products that offer superior quality and craftsmanship.

According to a survey conducted by the International Dairy Food Association in 2022, America's favorite ice cream flavors are Chocolate, Cookies N' Cream, Vanilla, Strawberry, Chocolate Chip, Cookie Dough, Buttered, Pecan, French Vanilla, Chocolate Chip Cookie Dough, and Caramel/Salted Caramel.

Furthermore, the rise of social media and digital platforms has played a significant role in popularizing artisanal ice cream brands. Artisanal ice cream makers leverage platforms like Instagram and Facebook to showcase their visually appealing products, engage with customers, and create buzz around their brands. This online visibility helps

drive word-of-mouth marketing and allows small-scale producers to reach a wider audience beyond their local markets.

Another factor driving the market is the increasing emphasis on health and wellness. While artisanal ice cream is still considered an indulgent treat, some consumers are attracted to brands that offer healthier alternatives, such as lower sugar or dairy-free options. Artisanal producers often cater to these preferences by offering a variety of options to accommodate different dietary needs and preferences, including vegan, gluten-free, and organic varieties.

In April 2023, Jeni's Splendid Ice Creams introduced a new, limited-edition ice cream flavor called 'Jeni's Homemade Banana Bread.' This flavor includes incredibly smooth banana custard, chunks of banana bread with chocolate chips, and pieces of walnuts. Furthermore, the company made the new flavor available for early access to reward members one week before the official launch.

U.S. Artisanal Ice Cream Market Report Highlights

The sale of U.S. artisanal ice cream through hypermarkets & supermarkets is projected to grow at a CAGR of 4.8% from 2024 to 2030. Placement in hypermarkets and supermarkets provides artisanal ice cream brands with increased visibility among consumers. Eye-catching packaging and strategic positioning within store aisles can attract shoppers and drive impulse purchases.

The fruit-flavored artisanal ice cream is expected to grow at a CAGR of 6.1% from 2024 to 2030. Consumers are increasingly seeking natural and refreshing alternatives to traditional flavors, and fruit-flavored options often use real, high-quality ingredients that appeal to those looking for a more authentic and wholesome treat. Additionally, the artisanal aspect emphasizes craftsmanship and innovative flavor combinations, attracting food enthusiasts and those looking for premium products.

The artisanal ice cream market in Texas is expected to grow at a CAGR of 5.7% from 2024 to 2030. The increasing inclination toward premium and gourmet food items is contributing to the market's growth. Texas artisanal ice cream brands have capitalized on this trend by offering a wide range of innovative and indulgent flavors, often with creative mix-ins and toppings. These offerings appeal to consumers seeking a more elevated, decadent ice cream experience.

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