

U.S. Frozen Dessert Market Size, Share & Trends Analysis Report By Product (Ice Creams, Frozen Yoghurt, Sweet Treats, Tofu), By Distribution Channel (Retail, Food Service), By State, And Segment Forecasts, 2022 - 2030

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Abstracts

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U.S. Frozen Dessert Market Growth & Trends

The U.S. frozen dessert market size is expected to reach USD 46.39 billion by 2030, according to a new report by Grand View Research, Inc. It is expected to expand at a CAGR of 4.6% from 2022 to 2030. The increasing prevalence of convenient snacking among U.S. consumers is paving way for frozen desserts, including ice creams and yogurt, which is driving the market in the country. Further, growing consumer awareness regarding a healthy lifestyle and following various diets recommending low-sugar intake is expected to drive the demand for vegan frozen novelties.

Key players in the country are launching products in response to the increasing demand for desserts. For instance, in October 2019, Frill, a brand of Zendegii Frill Ltd., launched its first whole fruit and vegetable-based, a dairy-free frozen dessert made with whole fruits, vegetables, and natural ingredients such as cinnamon and elderflower. The product claims to be vegan, gluten-free, non-GMO, kosher, and paleo diet-friendly.

The ice-creams product segment held the largest revenue share in 2021. The growing trend of snacking among consumers, especially millennials, due to time constraints is driving the demand for the segment in the U.S. According to the National Frozen & Refrigerated Foods Association, May 2019 report, 44% of millennials and 32% of baby

boomers snack at least three times a day at home. Furthermore, the availability of ice creams in various flavors, such as vanilla, chocolate, and strawberry, will bolster the market growth in the forecast period.

The retail distribution channel segment is predicted to witness the fastest growth over the forecast period. The increasing penetration of independent retail giants such as Walmart and Costco is boosting product visibility and attracting a larger consumer base. Consumers prefer to physically verify these products before buying, which is driving the sales of frozen desserts through this channel. For instance, Amy's Kitchen offers frozen foods including frozen desserts across supermarkets in the U.S.

Major players in the U.S. market include a combination of a few established players and many small players. Players in this market face intense competition from each other as some of them are among the top manufacturers and have a large customer base for their products in both regional and international markets.

U.S. Frozen Dessert Market Report Highlights

California was the largest revenue-generating state in 2021. New product launches have been contributing immensely to the wide penetration of the market in this state

The frozen yogurt product segment is projected to register the fastest growth rate during the forecast period owing to its taste

The retail distribution channel segment is predicted to emerge as the fastest-growing segment during the forecast period. Increased frozen dessert offerings by restaurant chains in the U.S. is the major factor driving the market

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Products & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Product Outlook
- 2.3. Distribution Channel Outlook
- 2.4. State Outlook

CHAPTER 3. U.S. FROZEN DESSERT MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Introduction
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Impact of COVID-19 on the U.S. Frozen Dessert Market
- 3.4. Industry Value Chain Analysis
 - 3.4.1. Sales/Retail Channel Analysis
 - 3.4.2. Profit Margin Analysis
- 3.5. Market Dynamics
 - 3.5.1. Market Driver Analysis
 - 3.5.2. Market Restraint Analysis
 - 3.5.3. Industry Challenges
 - 3.5.4. Industry Opportunities
- 3.6. Business Environment Analysis
 - 3.6.1. Industry Analysis – Porter's
 - 3.6.1.1. Supplier Power

- 3.6.1.2. Buyer Power
- 3.6.1.3. Substitution Threat
- 3.6.1.4. Threat from New Entrant
- 3.6.1.5. Competitive Rivalry
- 3.7. Roadmap of U.S. Frozen Dessert Market
- 3.8. Market Entry Strategies

CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS

- 4.1. Demographic Analysis
- 4.2. Consumer Trends and Preferences
- 4.3. Factors Affecting Buying Decision
- 4.4. Consumer Product Adoption
- 4.5. Observations & Recommendations

CHAPTER 5. U.S. FROZEN DESSERT MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

- 5.1. Product Movement Analysis & Market Share, 2021 & 2030
- 5.2. Cakes & Pastries
 - 5.2.1. Market estimates and forecast for cakes & pastries, 2017 - 2030 (USD Billion)
- 5.3. Confectionery & Candies
 - 5.3.1. Market estimates and forecast for confectionery & candies, 2017 - 2030 (USD Billion)
- 5.4. Doughnuts & Pies
 - 5.4.1. Market estimates and forecast for doughnuts & pies, 2017 - 2030 (USD Billion)
- 5.5. Custards & Pudding
 - 5.5.1. Market estimates and forecast for custards & pudding, 2017 - 2030 (USD Billion)
- 5.6. Ice Creams
 - 5.6.1. Market estimates and forecast for ice creams, 2017 - 2030 (USD Billion)
- 5.7. Frozen Yogurt
 - 5.7.1. Market estimates and forecast for frozen yogurt, 2017 - 2030 (USD Billion)
- 5.8. Tofu
 - 5.8.1. Market estimates and forecast for tofu, 2017 - 2030 (USD Billion)
- 5.9. Sweet Treats
 - 5.9.1. Market estimates and forecast for sweet treats, 2017 - 2030 (USD Billion)
- 5.10. Sherbet
 - 5.10.1. Market estimates and forecast for sherbet, 2017 - 2030 (USD Billion)
- 5.11. Frozen Novelties

5.11.1. Market estimates and forecast for frozen novelties, 2017 - 2030 (USD Billion)

CHAPTER 6. U.S. FROZEN DESSERT MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

6.1. Distribution Channel Movement Analysis & Market Share, 2021 & 2030

6.2. Retail

6.2.1. Market estimates and forecast through retail, 2017 - 2030 (USD Billion)

6.2.1.1. Hypermarkets/Supermarkets

6.2.1.1.1. Market estimates and forecast through hypermarkets/supermarkets, 2017 - 2030 (USD Billion)

6.2.1.2. Online

6.2.1.2.1. Market estimates and forecast through online, 2017 - 2030 (USD Billion)

6.2.1.3. Others

6.2.1.3.1. Market estimates and forecast through others, 2017 - 2030 (USD Billion)

6.3. Food Service

6.3.1. Market estimates and forecast through food service, 2017 - 2030 (USD Billion)

CHAPTER 7. U.S. FROZEN DESSERT MARKET: STATE ESTIMATES & TREND ANALYSIS

7.1. State Movement Analysis & Market Share, 2021 & 2030

7.2. California

7.2.1. Market estimates and forecast, 2017 - 2030 (USD Billion)

7.2.2. Market estimates and forecast, by product, 2017 - 2030 (USD Billion)

7.2.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Billion)

7.3. Texas

7.3.1. Market estimates and forecast, 2017 - 2030 (USD Billion)

7.3.2. Market estimates and forecast, by product, 2017 - 2030 (USD Billion)

7.3.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Billion)

7.4. New York

7.4.1. Market estimates and forecast, 2017 - 2030 (USD Billion)

7.4.2. Market estimates and forecast, by product, 2017 - 2030 (USD Billion)

7.4.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Billion)

7.5. Florida

7.5.1. Market estimates and forecast, 2017 - 2030 (USD Billion)

7.5.2. Market estimates and forecast, by product, 2017 - 2030 (USD Billion)

7.5.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Billion)

7.6. New Jersey

7.6.1. Market estimates and forecast, 2017 - 2030 (USD Billion)

7.6.2. Market estimates and forecast, by product, 2017 - 2030 (USD Billion)

7.6.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Billion)

7.7. Indiana

7.7.1. Market estimates and forecast, 2017 - 2030 (USD Billion)

7.7.2. Market estimates and forecast, by product, 2017 - 2030 (USD Billion)

7.7.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Billion)

CHAPTER 8. COMPETITIVE ANALYSIS

8.1. Key players, recent developments & their impact on the industry

8.2. Key Company/Competition Categorization (Key innovators, Market leaders, Emerging players)

8.3. Vendor Landscape

8.3.1. Key company market share analysis, 2021

CHAPTER 9. COMPANY PROFILES

9.1. Unilever

9.1.1. Company Overview

9.1.2. Financial Performance

9.1.3. Product Benchmarking

9.1.4. Strategic Initiatives

9.2. Nestl?

9.2.1. Company Overview

9.2.2. Financial Performance

9.2.3. Product Benchmarking

9.2.4. Strategic Initiatives

9.3. Froneri International Limited

9.3.1. Company Overview

9.3.2. Financial Performance

9.3.3. Product Benchmarking

9.3.4. Strategic Initiatives

- 9.4. Blue Bell Ice Cream
 - 9.4.1. Company Overview
 - 9.4.2. Financial Performance
 - 9.4.3. Product Benchmarking
 - 9.4.4. Strategic Initiatives
- 9.5. Wells Enterprises, Inc.
 - 9.5.1. Company Overview
 - 9.5.2. Financial Performance
 - 9.5.3. Product Benchmarking
 - 9.5.4. Strategic Initiatives
- 9.6. Winward Brands LLC
 - 9.6.1. Company Overview
 - 9.6.2. Financial Performance
 - 9.6.3. Product Benchmarking
 - 9.6.4. Strategic Initiatives
- 9.7. Tofutti Brands, Inc.
 - 9.7.1. Company Overview
 - 9.7.2. Financial Performance
 - 9.7.3. Product Benchmarking
 - 9.7.4. Strategic Initiatives
- 9.8. MTY Food Group (Cold Stone Creamery)
 - 9.8.1. Company Overview
 - 9.8.2. Financial Performance
 - 9.8.3. Product Benchmarking
 - 9.8.4. Strategic Initiatives
- 9.9. Dairy Farmers of America, Inc.
 - 9.9.1. Company Overview
 - 9.9.2. Financial Performance
 - 9.9.3. Product Benchmarking
 - 9.9.4. Strategic Initiatives
- 9.10. Conagra Brands
 - 9.10.1. Company Overview
 - 9.10.2. Financial Performance
 - 9.10.3. Product Benchmarking
 - 9.10.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

1. U.S. frozen dessert market - Key market driver analysis
2. U.S. frozen dessert market - Key market restraint analysis
3. U.S. cakes & pastries market estimates and forecast, 2017 - 2030 (USD Billion)
4. U.S. confectionery & candies market estimates and forecast, 2017 - 2030 (USD Billion)
5. U.S. doughnuts & pies market estimates and forecast, 2017 - 2030 (USD Billion)
6. U.S. custards & pudding market estimates and forecast, 2017 - 2030 (USD Billion)
7. U.S. ice creams market estimates and forecast, 2017 - 2030 (USD Billion)
8. U.S. frozen yogurt market estimates and forecast, 2017 - 2030 (USD Billion)
9. U.S. tofu market estimates and forecast, 2017 - 2030 (USD Billion)
10. U.S. sweet treats market estimates and forecast, 2017 - 2030 (USD Billion)
11. U.S. sherbet market estimates and forecast, 2017 - 2030 (USD Billion)
12. U.S. frozen novelties market estimates and forecast, 2017 - 2030 (USD Billion)
13. U.S. frozen dessert market estimates and forecast through retail, 2017 - 2030 (USD Billion)
14. U.S. frozen dessert market estimates and forecast through hypermarkets/supermarkets, 2017 - 2030 (USD Billion)
15. U.S. frozen dessert market estimates and forecast through online, 2017 - 2030 (USD Billion)
16. U.S. frozen dessert market estimates and forecast through others, 2017 - 2030 (USD Billion)
17. U.S. frozen dessert market estimates and forecast through food service, 2017 - 2030 (USD Billion)
18. California frozen dessert market estimates and forecast, 2017 - 2030 (USD Billion)
19. California frozen dessert market revenue estimates and forecast by product, 2017 - 2030 (USD Billion)
20. California frozen dessert market revenue estimates and forecast by distribution channel, 2017 - 2030 (USD Billion)
21. Texas frozen dessert market estimates and forecast, 2017 - 2030 (USD Billion)
22. Texas frozen dessert market revenue estimates and forecast by product, 2017 - 2030 (USD Billion)
23. Texas frozen dessert market revenue estimates and forecast by distribution channel, 2017 - 2030 (USD Billion)
24. New York frozen dessert market estimates and forecast, 2017 - 2030 (USD Billion)
25. New York frozen dessert market revenue estimates and forecast by product, 2017 - 2030 (USD Billion)

26. New York frozen dessert market revenue estimates and forecast by distribution channel, 2017 - 2030 (USD Billion)
27. Florida frozen dessert market estimates and forecast, 2017 - 2030 (USD Billion)
28. Florida frozen dessert market revenue estimates and forecast by product, 2017 - 2030 (USD Billion)
29. Florida frozen dessert market revenue estimates and forecast by distribution channel, 2017 - 2030 (USD Billion)
30. New Jersey frozen dessert market estimates and forecast, 2017 - 2030 (USD Billion)
31. New Jersey frozen dessert market revenue estimates and forecast by product, 2017 - 2030 (USD Billion)
32. New Jersey frozen dessert market revenue estimates and forecast by distribution channel, 2017 - 2030 (USD Billion)
33. Indiana frozen dessert market estimates and forecast, 2017 - 2030 (USD Billion)
34. Indiana frozen dessert market revenue estimates and forecast by product, 2017 - 2030 (USD Billion)
35. Indiana frozen dessert market revenue estimates and forecast by distribution channel, 2017 - 2030 (USD Billion)
36. Company categorization

List Of Figures

LIST OF FIGURES

1. U.S. frozen dessert market segmentation & scope
2. Information procurement
3. Primary research pattern
4. Primary research approaches
5. Primary research process
6. U.S. frozen dessert retail market - Penetration & growth prospect mapping
7. U.S. frozen dessert market - Value chain analysis
8. U.S. frozen dessert market: Porter's Five Forces Analysis
9. U.S. frozen dessert market: Roadmap
10. U.S. frozen dessert buying decision for food and grocery retail market
11. U.S. frozen dessert market: Product (%) analysis, 2021 & 2030
12. U.S. frozen dessert market: Distribution channel share (%) analysis, 2021 & 2030
13. U.S. frozen dessert market: State share (%) analysis, 2021 & 2030
14. Key U.S. frozen dessert company market share analysis, 2021

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