

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 fastestgrowing segment during the forecast period. Increased frozen dessert offerings by restaurant chains in the U.S. is the major factor driving the market



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