

U.S. Frozen Yogurt Market Size, Share & Trends Analysis Report By Product (Plain Frozen Yogurt, Flavored Frozen Yogurt), By Flavor (Vanilla, Chocolate), By Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores), And Segment Forecasts, 2026 - 2033

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Abstracts

The U.S. frozen yogurt market size was valued at USD 2.5 billion in 2025, and is projected to grow from USD 2.6 billion in 2026 to USD 3.6 billion by 2033, growing at a CAGR of 4.9% from 2025 to 2033. The U.S. frozen yogurt market is driven by increasing consumer demand for healthier dessert alternatives, as frozen yogurt is perceived as a low-fat and probiotic-rich option compared to traditional ice cream.

The market is also supported by rising interest in customizable flavors, toppings, and innovative product offerings. In addition, growing awareness of wellness trends and the expansion of frozen yogurt shops contribute to market growth. The availability of diverse flavors, convenient retail flavors, and premium product options further attracts a wider range of consumers. Moreover, increasing investments by key market players in product innovation and marketing strategies are strengthening the competitive landscape. According to the data published in August 2026, Gen Z is driving a frozen yogurt comeback by favoring protein-rich, healthier options with premium toppings such as pistachio cream, mochi, and fruit. The trend blends wellness, customization, and social experiences, turning fro-yo shops into popular lifestyle hangouts rather than just dessert stops.

The U.S. frozen yogurt market is also influenced by changing lifestyles, with consumers seeking convenient snack options that align with their dietary preferences. Furthermore,

seasonal promotions and brand collaborations help companies attract new customers and maintain market demand. The rise of online delivery platforms and retail availability has improved product accessibility across different regions. In October 2025, Grubhub partnered with Instacart to bring groceries from over 1,000 retailers directly into the Grubhub app and website, expanding beyond restaurant delivery. Instacart will handle grocery fulfillment and delivery, giving Grubhub customers more shopping options, real-time tracking, and access to everyday essentials. The market is supported by advancements in product formulations, including the introduction of dairy-free and reduced-sugar variants to meet evolving consumer needs. Increasing adoption of frozen yogurt in foodservice outlets, cafes, and restaurants is creating new growth opportunities. According to the International Frozen Yogurt Association data published in December 2024, frozen yogurt chains launched 53 new frozen yogurt and frozen yogurt alternative flavors during 2024, including a growing range of vegan and non-dairy options. In addition, strong distribution networks and improved cold-chain infrastructure are helping brands expand their presence nationwide.

U.S. Frozen Yogurt Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021-2033. For this study, Grand View Research has segmented the U.S. frozen yogurt market report on the basis of product, flavor, and distribution channel.

Product Outlook (Revenue, USD Million, 2021 - 2033)

Plain Frozen Yogurt

Flavored Frozen Yogurt

Greek Frozen Yogurt

Dairy-free/Vegan Frozen Yogurt

Low-fat Or Fat-Free Frozen Yogurt

Flavor Outlook (Revenue, USD Million, 2021 - 2033)

Vanilla

Chocolate

Strawberry

Mango

Berry mixes

Seasonal/Limited-edition Flavors

Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

Supermarkets & Hypermarkets

Convenience Stores

Specialty Frozen Yogurt Shops

Online

This report can be delivered to the clients within 5 Business Days

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