

United States Ice Cream Market Assessment, By Type [Dairy Based, Non-Dairy Based], By Category [Impulse Ice Cream, Take-home Ice Cream, Artisanal Ice Cream], By Package Size [Less than 100 ml, 100 to 500 ml, More than 500 ml], By Packaging Type [Cones (Cake Cones, Waffle Cones, Sugar Cones, Others), Cups/Pints, Tubs, Sticks, Bricks, Others], By Distribution Channel [Online; Offline-Supermarkets/Hypermarkets, Ice Cream Parlours, Convenience Stores, Others], By Region, Opportunities, and Forecast, 2018-2032F

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Abstracts

United States Ice Cream Market is projected to witness a CAGR of 5.21% for the forecast period between 2025 and 2032, reaching USD 33.87 billion by 2032 from USD 22.56 billion in 2024. The rising demand for upscale or luxury ice creams has been one of the main drivers fuelling market expansion in the country. Several of those premium ice creams have become more popular among health-conscious consumers as a result of the availability of reduced-calorie/no sugar claims when compared to traditional ice creams. For instance, a new range of dairy-free, sugar-free ice cream in the flavours of vanilla, strawberry, and chocolate was introduced by NadaMoo! in the year 2021.

To gain a competitive advantage and appeal to a wider audience, ice cream manufacturers create products with premium and novel ingredients. As a result, their customer base expands. Packaging advancements also help boost the demand for take-home products, since these new packs are simpler to ship and store than older ones.

Growth of Dairy-Free and Vegan Products Drives US Market Demand

The rising requirement for dairy-free and vegan products is a significant driver for United States ice cream market growth in the forecast period. As consumers become more health-conscious and environmental awareness rises, there is a significant shift towards plant-based alternatives. This trend is specifically prevalent among individuals with lactose intolerance, dairy allergies, and those adopting vegan lifestyles, leading to an increase in consumption of dairy-free ice cream. In addition, brands are responding to this requirement by expanding and innovating their product lines to include a variety of plant-based ice creams. Ingredients including coconut milk, almond milk, soy milk, and oat milk are being efficiently utilized to introduce delicious and creamy alternatives that cater to the preferences of a wider audience, which further drives the United States ice cream market growth. In addition, companies in the market are launching new product to meet the evolving dietary preferences and growing demand for dairy-free and vegan ice cream.

For instance, in February 2024, Unilever Group announced to introduce precision fermentation to its portfolio, incorporating Perfect Day's animal-free whey protein into a lactose-free chocolate ice cream for Breyers.

Frequent Occasions and Gatherings at Home Leads to High Demand for Take Home Ice Cream

American's love for ice creams is ever lasting and United States is among the top consumers of ice creams globally. According to International Dairy Foods Association (IDFA), an average U.S. resident consumer around 20 pounds (4 gallons) of ice cream annually, with vanilla, chocolate, strawberry, and bananas being the most popular flavours.

Large portion of the country's population are involved in frequent get togethers at home and are proven to be great hosts by offering their guests the flawless hospitality experience. Such regular trends of hosting parties on various occasions results in a higher demand for take home ice creams. Nearly 82% of the Americans prefer to purchase ice cream from the grocery stores and consume it at home. Half gallon containers are the most common package size being purchased in the country.

Cannabidiol (CBD) Infused Ice Cream Could be a Next Opportunity

To gain a competitive advantage and appeal to American consumers, ice cream makers use premium and innovative ingredients to create products which will also increase their customer base. In addition, favourable regulations also consider innovations in the market under study. In May 2019, the FDA held public hearings on legalizing cannabidiol (CBD) in the country. Therefore, major players have started using this opportunity to launch new products to differentiate their products. Several ice cream companies are planning to launch CBD infused ice creams the moment FDA approves the use of CBD in food and beverage, which is currently prohibited.

For example, Unilever brand, Ben & Jerry is all set to launch its CBD-infused ice cream but given no hint for when it will be available in grocery stores, for the FDA's public hearings are still under process. It also plans to source the future CBD locally from Vermont while adhering to its "value-based sourcing" practices. Research shows that savoury flavours appeal to U.S. consumers. Manufacturers are therefore investing in collaborations and research to produce great-tasting, innovative ice creams for the U.S. market.

An Upward Shift Towards Sustainable Packaging

As per the report by the United States Environmental Protection Agency, approximately 80 million metric ton of packaging waste is produced by the United States solely each year. The major sources of the packaging waste are food and beverage products. Because of the increasing awareness towards minimising the packaging waste and using recyclable products, there is a surge in demand for products with eco-friendly or sustainable packaging. Food and beverage industry, being the major producer of packaging waste, is collaborating with various suppliers to cater to their products in sustainable packaging to gain consumer trust and interest. Two-third of the ice cream makers in the United States are planning for more sustainable packaging solutions.

Impact of COVID-19 on the United States Ice Cream Market

Initially, the ice cream industry of the United States declined due to the outbreak of COVID-19 resulting in complete lockdown. But soon when the parts of the country started to unlock gradually, the trend in the industry also saw a surge in demand for ice creams and ice cream products. During this phase, the industry recovered at least 50% of its rate. Customers, rather than buying single packs, shifted the demand to multipacks and voluminous packs like bricks and tubs so that they would come the least in contact with others, and also enjoy the much-needed family time.

Impact of Russia-Ukraine War on the United States Ice Cream Market

The essential raw materials used by the ice cream manufacturers are those subject to price fluctuations caused by external conditions such as weather, climate change, commodity shortages, etc. The invasion of Ukraine by Russia has also impacted the supply of raw materials to a great extent, as international sanctions were imposed on Russia. A substantial rise in consumer dairy prices is expected to take place as a result of the war.

Key Players Landscape and Outlook

The ice cream market in the United States is extremely competitive, with several players in the market, including Blue Bells Creameries, Unilever Plc., General Mills Inc. and Peak Rock Capital LLC. These players are spending in R&D to improve their product lines, market share and revenue growth could also be adversely impacted if they are not successful in introducing innovative products in response to changing consumer demands or by new product introductions of the competitors.

For example, In May 2022, Ben & Jerry's, a unilever brand for ice creams in United States, launched a new range of ice cream by the name Monikered Cherry Crumble that offers a butter base and is a limited-edition flavour at a retail price of \$5.49. The new edition is available in pints as of now.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed during course of work

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