

# **United States Vegan Ice cream Market Assessment, By Source [Soy Milk, Coconut Milk, Nut Milk, Oat Milk, Rice Milk], By Category [Impulse, Take Home, Artisanal], By Flavor [Classic Flavors, Exotic Flavors, Fruit-Based], By Package Size [Less than 100 ml, 100 to 500 ml, More than 500 ml], By Packaging [Pint-Sized Containers, Ice Cream Sandwiches, Drumsticks, Fudge Bars, Others], By Price Range [Premium, Affordable], By Form [Singles, Blends], By Distribution Channel [Supermarkets, Convenience Stores, Ice Cream Parlors, Restaurants, Online Stores], By Region, Opportunities and Forecast, 2016-2030F**

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## **Abstracts**

The United States vegan ice cream market was valued at USD 917.7 million in 2022 and is expected to reach USD 1376.7 million in 2030, with a CAGR of 5.2% for the forecast period between 2023 and 2030. The United States vegan ice cream market has experienced remarkable growth in recent years, driven by the convergence of factors that resonate with shifting consumer preferences. Health-conscious individuals are attracted to the perceived benefits of plant-based diets and catalyzing demand for alternatives such as vegan ice creams that align with their wellness goals. Moreover, the rising tide of environmental consciousness has prompted a surge in eco-friendly choices, with vegan ice cream offering a guilt-free indulgence due to its lower environmental footprint than traditional dairy options. The market's evolution is closely

tied to the enthusiastic embrace of innovation, leading to a proliferation of novel flavors and textures crafted from ingredients like almond milk, coconut milk, and more.

A defining facet of this evolution is the profound involvement of the younger generation. Millennials and Gen Z consumers are at the forefront of the vegan ice cream movement, drawn by a blend of ethical considerations, health awareness, and the allure of trying the latest food trends. The younger demographic's strong engagement with social media and influencers has further amplified the market's growth, as they actively share their preferences and discoveries online, influencing peers, and driving curiosity. This engagement underscores how the vegan ice cream market has transcended being a niche offering to becoming a mainstream choice, with the preferences and activism of the generation propelling it towards a promising and flavorful future. For instance, in 2023, H?agen-Dazs unveils its inaugural selection of dairy-free oat milk ice cream, presenting three distinct flavors. Oat milk takes the spotlight in H?agen-Dazs' debut into dairy-free frozen treats, marking a first for the brand under Nestl?'s ownership. The freshly introduced range encompasses three enticing options: chocolate peanut butter, melding sumptuous chocolate ice cream with swirls of velvety peanut butter; vanilla raspberry truffle, harmonizing vanilla ice cream with traces of raspberry ribbons and morsels of truffle; and caramel fudge chip, presenting the fusion of caramel ice cream with fudge chips and a ribbon of almond-based caramel.

### Retail Availability and Convenience

Retail availability and convenience have played pivotal roles in the growth of the United States vegan ice cream market. As consumers are interested in plant-based diets, major retailers and grocery chains have responded by dedicating substantial shelf space to vegan ice cream products. This increased visibility has made these products more accessible and has normalized their consumption. Moreover, the convenience of finding vegan ice cream alongside traditional options has further encouraged consumers to explore and embrace these alternatives. The expansion of e-commerce and online grocery delivery services has contributed to the market's reach, offering customers the convenience of their favorite vegan ice cream varieties delivered to their doorsteps.

This retail evolution has transformed vegan ice cream from a niche product to a widely available, mainstream option for consumers seeking taste and value alignment. For example, Favourite Day, known for its delectable vegan ice cream choices, leverages e-commerce to enhance accessibility. With a dedicated online presence, this brand capitalizes on the convenience of digital platforms, allowing customers to easily order

and enjoy their preferred vegan ice cream flavors from the comfort of their homes. This approach aligns with the growing trend of online shopping and caters to the increasing demand for high-quality plant-based frozen treats.

### Celebrity Endorsements and Social Media to Drive the Market Growth

Celebrity endorsements and the power of social media have become influential drivers in the United States vegan ice cream market. Prominent figures advocating for plant-based lifestyles, health-conscious choices, and ethical consumption have significantly increased awareness and appeal. These endorsements resonate strongly with consumers, particularly the younger generation, amplifying the perceived benefits of vegan ice cream. Moreover, social media platforms' visual and interactive nature enables influencers to share their positive experiences and create trends around innovative flavors and aesthetically pleasing dessert creations.

This digital word-of-mouth effect enhances product visibility and fosters a sense of community among like-minded individuals, ultimately propelling vegan ice cream offerings' growth and mainstream acceptance. For example, in December 2022, Ben & Jerry's continues to cater to America's ice cream desires, particularly among the vegan audience, highlighting an impressive selection of more than 20 dairy-free flavors. Ava DuVernay, the highest-grossing Black woman director in American box office history, recently revealed a collaboration with Ben & Jerry's. This partnership has led to the introduction of new vegan ice cream flavor named Lights! Caramel! Action!

### Rising Number of Social Spaces

The United States vegan ice cream market is witnessing a notable surge in establishments across various sectors, including cafes, restaurants, hotels, resorts, and minor league baseball stadiums. This trend reflects a broadening recognition of the demand for vegan options, driven by health-conscious consumers, ethical considerations, and the desire for diverse culinary experiences. From urban cafes to upscale resorts, including vegan ice cream on menus caters to a spectrum of dietary preferences. At Minor League Baseball stadiums, the availability of ice cream underscores the shift towards vegan choices in unexpected settings. This widespread adoption highlights the evolving landscape of consumer preferences and the increasing prominence of vegan offerings across various dining and leisure venues. For example, in May 2023, Oatly's vegan ice cream appeared in over 50 Minor League Baseball stadiums. A collaboration between Oatly and Minor League Baseball will introduce a range of non-dairy concession choices, offering fans nationwide a plant-based option.

## Impact of COVID-19

The COVID-19 pandemic presented challenges and opportunities for the United States vegan ice cream market. While there was a temporary disruption in supply chains and distribution channels, the market demonstrated resilience due to its alignment with health and wellness trends. With increased focus on personal health, consumers continued seeking healthier alternatives, benefiting vegan ice cream. Additionally, the pandemic accelerated e-commerce adoption, allowing companies to reach consumers directly. Conversely, the closure of food service establishments temporarily impacted sales in that segment. The pandemic influenced purchasing decisions, with consumers opting for familiar comfort foods over novel products. The market's adaptability to changing consumer behaviors and appeal to health-conscious demographics helped mitigate the pandemic's adverse effects.

## Key Player Landscape and Outlook

The United States vegan ice cream market key player landscape reflects a dynamic and competitive environment driven by shifting consumer preferences. Established brands like Ben & Jerry's, Häagen-Dazs, and So Delicious have maintained their presence by expanding their vegan product lines and investing in diverse flavors. Simultaneously, newer entrants and artisanal producers are gaining traction with innovative offerings and unique marketing strategies. The outlook suggests continued growth as consumer awareness about health, ethics, and sustainability drives demand. Key players are anticipated to focus on R&D, refining taste, and texture, while embracing eco-friendly packaging. Collaborations with foodservice establishments, retail giants, and online platforms will remain instrumental in extending market reach and capitalizing on the expanding consumer seeking high-quality, plant-based frozen treats.

For instance, in 2022, Unilever invested in developing 'cow-free dairy' to decrease the carbon footprint associated with ice cream production. The company's research and development division stated that items created through precision fermentation might be prepared within the upcoming 'year or thereabouts.'

During July 2023, a noteworthy collaboration unfolded in Philadelphia as two renowned local food establishments, HipCityVeg, and The Franklin Fountain, joined forces. They presented an extraordinary partnership, introducing a vegan ice cream flavor available exclusively at HipCityVeg.

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\*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

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