

United States Ice Cream Market, Forecast, Impact of COVID-19, Industry Trends, by Flavor, Category, Growth, Opportunity Company Analysis

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Abstracts

Ice cream, prepared from cream/butterfat, sugar, and milk, is one of the most popular frozen dairy products in the United States. It's vital in carbs, calcium, phosphorus, and vitamins A, C, D, E, K, B-6, and B-12, and it's a good source of energy. It aids in the consumer's de-stressing and delivers a relaxing effect. As a result, in the United States, ice cream is considered the most popular dessert and comfort food in homes, bakeries, restaurants, hotels, and other establishments. According to Renub Research, the United States Ice Cream Market will be US\$ 15.8 Billion by 2027.

According to our research study, more than 90% of Americans eat ice cream. The most popular flavour is chocolate, followed by the vanilla. North America is currently one of the major ice-cream markets in the world. This is due to increased consumer health awareness, the prevalence of lifestyle disorders in the region, and the simple availability of healthier and creative varieties such as low-fat, lactose-free, gluten-free ice creams.

Based on Product

The market is divided into artisanal, impulse and take-home. In industrialized nations such as Western Europe and United States, Take-home products are trendy. Packaging innovations also contribute to the increased demand for take-home products, as these new packs are more accessible to transport and store than older ones. Our study suggests that USA Ice Cream Industry will grow with a CAGR of 2.49% during 2020-2027.

One of the primary factors driving market expansion in the region has been increased demand for luxury ice creams. Due to the availability of reduced-calorie/no sugar claims

compared to conventional ice creams, a few of those premium ice creams have gained favour among health-conscious consumers. Ben & Jerry's introduced ice cream with 60-70 percent less fat and 35 percent fewer calories than its competitors in 2018. The decline in the US Ice cream market consumption is primarily due to adherence to mandated mobility restriction standards, which has resulted in the closure of retail outlets, vending carts, and other similar establishments, resulting in a drop in consumption.

Ice cream manufacturers develop products with premium and novel ingredients to acquire a competitive advantage and appeal to a broader audience. As a result, their customer base grows as well. Furthermore, the advantageous regulations take into account the market's advances. In May 2019, for example, the FDA held a public hearing on cannabidiol legalisation in the United States. As a result, significant businesses are seizing the chance to differentiate their offerings by releasing new items. One such example is the debut of CBD-infused ice cream by Ben & Jerry's. As per this report, United States Ice cream Market Size was valued at US\$ 13.3 Billion in 2020.

Covid Impact on United States Ice Cream Trend

The COVID-19 pandemic has had a huge impact on customers eating habits. Lockdowns and restaurant closures have contributed to meals cooked at home. Due to coronavirus there was supply chain disruptions that impacted the ice cream sales. USA Ice cream industry faced a complete washout last year. Also, fear of COVID-19 caused lot of consumers in the North American region to shun ice creams.

Renub Research new report "United States Ice Cream Market, Forecast by flavor (Vanilla, Chocolate, Fruit, Others) Category (Impulse Ice Cream, Artisanal, Take Home-ray) Distribution Channel (Convenience Store, Specialty Stores, Hyper Market /Super Market, Others) Packaging (Cup, Stick, Cone, Brick, Tub, Others) Company (General Mills, Hain Celestial Group, Unilever, Nestle)' provides the comprehensive details on the United States Ice Cream Industry.

Flavor – Market breakup from 4 viewpoints

1. Vanilla
2. Chocolate
3. Fruit
4. Others

Category – Market breakup from 3 viewpoints

1. Impulse Ice Cream
2. Artisanal
3. Take Home-ray

Distribution Channel - Market breakup from 4 viewpoints

1. Convenience Store
2. Specialty Stores
3. HyperMarket /Super Market
4. Others

Packaging – Market breakup from 6 viewpoints

1. Cup
2. Stick
3. Cone
4. Brick
5. Tub
6. Others

All companies have been covered from 3 view points

Overviews

Recent Developments

Revenues

Company

1. General Mills
2. Hain Celestial Group
3. Unilever
4. Nestle

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