

United States Ice Cream Market, By Category (Take-Home Ice Cream, Impulse Ice Cream, and Artisan Ice Cream), By Product Type (Brick, Tub, Cup, Cone, Stick, and Others (Ice Cream Sandwiches and Jellies)), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Store, Specialty Store, and Others (Ice Cream truck and Online)), By Region, Competition Forecast & Opportunities, 2026F

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Abstracts

The United States ice cream market was valued USD 33.11 Billion in 2020 and is forecast to grow at CAGR of 5% during the next five years to reach USD 47.66 Billion by 2026F. The United States ice cream market is driven by the high demand for premium ice cream and the new product launches by the companies to offer a wide variety of flavors to the customers. Ice cream is a sweetened frozen dessert made from milk, cream, sugar, and flavorings. Presently, companies have come up with many flavors to satisfy customer taste and preferences. According to the survey of the International Dairy Foods Association, the most common flavors in the United States are vanilla, chocolate, cookies 'n' cream, mint chocolate chip, and chocolate chip cookie dough. In general, ice cream has a lot of nutritional value, and it is also a good source of energy. Ice cream consists of carbohydrates, fats, and proteins, which all are required for the human body to produce energy.

In the United States, ice cream is one of the most preferred form of dessert. Thus, to retain a large consumer base in the United States market companies are also coming up with great innovations. Ice cream should contain 10 to 16 percent milkfat as it gives a

smooth and creamy texture and is most preferred by the people of the United States. Ice cream is largely produced in the month of March to July, whereas July is the busiest production month for the manufacturer of ice cream. According to International Dairy Foods Association, about 6.9 billion pounds of ice cream was produced in the year 2019 in the United States. Families are the primary focus of the ice cream manufacturing companies since household consumption is relatively higher in the United States approximately 90% of household consumers regularly eat sweet and frozen treats. Thus, United States ice cream manufacturers are witnessing an increased demand for premium ice cream, sorbet, gelato ice cream, and low-fat or non-fat ice cream.

The United States ice cream market is bifurcated into the category, product type, distribution channel, region, and company. Based on category, the United States ice cream market is further fragmented into take-home ice cream, impulse ice cream, and artisan ice cream. Among them, the take-home ice cream segment held approximately 44% of the market share in 2020 since the majority of the consumer in the United States prefer to buy family packs of ice cream as they are easy to store and carry. Based on product type, the United States ice cream market is segmented into brick, tub, cup, cone, stick, and others. Among them, bricks hold the largest market share of around 28% in 2020, as household consumption of ice cream is more in the United States. Hence, family packs are largely preferred by the consumer of the United States. Furthermore, an increase in the number of populations is expected to contribute to the growth of the products in the future.

Based on distribution channels, the United States ice cream market is divided into supermarkets/hypermarkets, convenience stores, specialty stores, and others. Among them, supermarkets/hypermarkets hold a major market share of around 25%, because there are many supermarkets in the United States and there is a huge variety of flavors present under one roof.

The major players operating in the United States ice cream market are Dairy Farmers of America Inc., Wells Enterprises, Inc., Kahala Franchising, L.L.C. (Cold Stone Creamery), PIERRE'S ICE CREAM COMPANY, Unilever United States, Inc. (Breyers, Magnum, Good Humor, Heartbrand (wall's) Ben & Jerry), Blue Bell Creameries, L.P., General Mills Inc. (Haagen-Dazs), American Dairy Queen Corporation (Dairy Queen), Turkey Hill, L.P., Inspire Brands, Inc. (Baskin Robins). Major companies are developing advanced techniques and launching new low-fat, vegan ice creams to stay competitive in the market.

Years considered for this report:

Historical Years: 2016-2019

Base Year: 2020

Estimated Year: 2021E

Forecast Period: 2022F–2026F

Objective of the Study:

To analyse and estimate the market size of the United States ice cream market from 2016 to 2020.

To estimate and forecast the market size of the United States ice cream market from 2021E to 2026F and growth rate until 2026F.

To classify and forecast the United States ice cream market based on the category, product type, distribution channel, and regional distribution.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in the United States ice cream market.

To identify the dominant region or segment in the United States ice cream market.

To identify drivers and challenges for the United States ice cream market.

To identify and analyse the profile of leading players operating in the United States ice cream market.

To identify key sustainable strategies adopted by market players in the United States ice cream market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across the

country. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufacturers and presence of all major players across the country.

TechSci Research calculated the market size of the United States ice cream market using a top-down approach in the overall market, bottom-up approach in the regional market, wherein data for various segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated them through analyzing historical data of these product types and categories for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations, and financial reports were also studied by TechSci Research.

Key Target Audience:

Ice cream manufacturers/ suppliers/ distributors

Market research and consulting firms

Government bodies such as regulating authorities and policy makers

Organizations, forums, and alliances related to ice cream

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers, suppliers and partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

In this report, United States ice cream market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

United States Ice Cream Market, By Category:

United States Ice Cream Market, By Category (Take-Home Ice Cream, Impulse Ice Cream, and Artisan Ice Cream), B...

Take-Home Ice Cream

Impulse Ice Cream

Artisan Ice Cream

United States Ice creamMarket, By Product Type:

Brick

Tub

Cup

Cone

Stick

Others (Ice Cream Sandwiches and Jellies)

United States Ice Cream Market, By Distribution Channel:

Supermarkets/ Hypermarkets

Convenience Store

Specialty Store

Others

United States Ice Cream Market, By Region:

South

Mid-West

West

North-East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the United States ice cream market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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