

# **United States Ice Cream Market By Category (Take-Home Ice Cream, Impulse Ice Cream, and Artisan Ice Cream), By Type (Dairy and Vegan), By Product Type (Brick, Tub, Cup, Cone, Stick, and Others (Ice Cream Sandwiches and Jellies)), By Flavor (Vanilla, Chocolate, Fruit, Others), By Distribution Channel (Supermarkets/Hypermarkets, Departmental Stores, Specialty Stores, Grocery Stores, Online, and Others (Ice Cream truck)), By Region, Competition, Forecast & Opportunities, 2028**

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## **Abstracts**

The United States ice cream market's growth is increasing by variety of factors such as rising demand of artisanal ice creams among younger generation and rise in innovative flavors in the country.

### **United States Ice Cream Market Scope**

Ice cream is a widely consumed, frozen dairy product which is composed of milk, sugar, cream, and butterfat. It is a nutritious source of energy and contains a wide variety of carbohydrates & vitamins. Additionally, ice cream is also rich in calcium & phosphorus, and is also known to reduce stress levels. It is also a popular dessert choice among younger generation in United States, and is commonly found in homes, restaurants, and hotels.

Ice cream is a milk-based product that is sweetened either with natural sugar or with

artificial sweeteners. Ice cream companies that are present in the United States market offer a wide range of ice creams, including soft, hard, light, low-fat, and others. Summer is the most popular time of year for consuming ice cream and other ice cream-related products. United State ice cream market is experiencing a significant growth during the forecast period due to the factors such as rising availability of various flavors of ice cream in the country. Consequently, the consumers also pay a premium for these products, which results in an increase in the revenue of the ice cream market.

## United States Ice Cream Market Overview

United States ice cream market is anticipated to grow during the forecast period. According to the International Dairy Foods Association, in 2022, the total volume of ice cream produced by ice cream manufacturers in the United States was estimated to be 1.38 billion gallons. There is a growing demand for premium ice cream across the country, which is likely to be one of the main reasons for the growth of the market. Premium ice cream has become a popular choice among health-conscious consumers due to its high-quality ingredients and low amount of aeration as compared to regular ice cream. With the increasing health consciousness about ice cream consumption, individuals are now looking for ice cream that is GMO free, hormone free, additive, and preservative free, dairy free, low in calories and organic and fat free across the nation. With a growing interest in natural, less processed, and convenient food and a growing focus on low calorie ice creams, companies are able to capitalize on the growth potential of the market. In the region, the demand for plant-based ice creams is increasing due to the growing vegan population, which is why market players are introducing vegan ice creams all over the country.

## United States Ice Cream Market Drivers

A major driver in the United States ice cream market is shifting consumer preferences which drives the market's expansion during the forecast period. The food industry is subject to continuous changes in consumer preferences, including ice cream. For example, health-conscious consumers may necessitate the development of lower-calorie or healthier ice cream alternatives, while others may opt for premium or unique flavors.

Additionally, introduction of the new flavors and ingredients in the nation also fuels the growth of the United States ice cream market during the forecast period. Ice cream producers are constantly introducing novel flavors, packaging, and formats to draw in customers. Products that are creative and innovative are likely to generate enthusiasm

and increase sales.

Furthermore, ice cream preferences and demand can be influenced by a variety of factors, including demographic changes, population growth, and cultural diversity. For instance, an aging population may lead to an increased demand for healthier alternatives, while cultural diversity could result in an increased demand for ethnic & specialized flavors.

### United States Ice Cream Market Trends

A major trend in the United States ice cream market is increasing popularity of premium & high-end ice creams in the country which are fueling the market's expansion during the forecast period. The demand for premium and high-end ice cream products increased significantly. Consumers were willing to pay higher prices for ice creams crafted with natural and organic components, as well as for flavors that were unique and indulgent.

Additionally, shifting consumer preferences towards artisanal ice creams in the country also driving the growth of United States ice cream market during the forecast period. The ice cream market has seen a shift in consumer preferences towards artisanal and local-sourced ice cream brands due to the increasing preference for supporting local businesses.

In addition, growing demand of mix-ins and toppings on ice creams among younger generation also fuels the United States ice cream market's growth during the forecast period. Ice cream makers began to offer mix-ins and toppings, which allowed customers to create their own ice cream flavors. This trend was also popular in specialty ice cream shops, where customers could construct their own ice cream creations.

Furthermore, rising popularity of online shopping among younger generation of the country drives the expansion of the United States ice cream market during the forecast period. As online shopping and delivery became more popular, the importance of E-commerce and E-commerce delivery became even more prominent in the ice cream industry. As a result, ice cream brands were adapting their marketing plans to reach consumers through digital channels.

### United States Ice Cream Market Challenges

A major challenge in the United States ice cream market is rising competition among

companies which may hinder the growth of the United States ice cream market during the forecast period. The United States ice cream market is characterized by a plethora of well-established brands and an increasing number of niche and artisanal players. This level of competition has a significant impact on innovation, pricing, and marketing.

Additionally, based on seasonal demand also may impede the growth of the United States ice cream market during the forecast period. Ice cream consumption tends to be seasonal, with the highest demand occurring during the summer months. Consequently, manufacturers and retailers face difficulties in sustaining sustained sales during the winter months.

In addition, changing consumer taste & flavor preferences also may hinder the growth of the United States ice cream market during the forecast period. As consumer preferences and tastes evolve, ice cream manufacturers must continually develop and introduce novel flavors and products in order to meet changing consumer needs.

Furthermore, rising consumer awareness regarding health may hinder the expansion of United States ice cream market during the forecast period. Consumers have become increasingly aware of the importance of health, leading to a preference for healthier and more nourishing alternatives. This has led to a decrease in the consumption of traditional ice cream, which is characterized by its high levels of sugar, fat and calories.

### United States Ice Cream Market Opportunities

The rising popularity of premium ice cream among younger generations in the country provides an opportunity for ice cream manufacturers to cater to the trend and have a competitive edge in the market. Individuals are increasingly looking for premium ice cream flavors that are both high-quality & distinctive. Crafted and artisanal ice creams with locally sourced, natural, and organic ingredients are becoming increasingly popular. Companies can concentrate on creating unique and indulgent flavors with premium ingredients to appeal to the more discerning consumer base.

Furthermore, rising environmentally conscious consumers in the country also provides an opportunity for the ice cream companies to cater to the demand of the consumers and produce ice cream with eco-friendly practices. Consumers are becoming increasingly aware of the environmental footprint of their purchases. Businesses that embrace sustainable practices, including environmentally friendly packaging, responsible sourcing of ingredients, and reduced food waste, can draw in environmentally conscious customers and gain a competitive advantage.

## Market Segmentation

The United States ice cream market is segmented based on category, type, product type, flavor, distribution channel, and region. Based on category, the United States ice cream market is segmented into take-home ice cream, impulse ice cream, and artisan ice cream. Based on type, the United States ice cream market is segmented into dairy and vegan. Based on product type, the United States ice cream market is segmented into brick, tub, cup, cone, stick, and others (ice cream sandwiches and jellies). Based on flavor, the United States ice cream market is segmented into vanilla, chocolate, fruit, others. Based on the distribution channel, the United States ice cream market is segmented into supermarkets/hypermarkets, departmental stores, specialty stores, grocery stores, online, and others (ice cream truck). Based on region, the United States ice cream market is segmented into south, west, midwest, and northeast.

## Company Profiles

Wells Enterprises, Inc., Pierre's Ice Cream Company, Inc., Blue Bell Creameries, General Mills Inc. ((Haagen-Dazs), Turkey Hill Dairy, Inspire Brands, Inc., American Dairy Queen Corporation (Dairy Queen), Kahala Franchising, L.L.C. (Cold Stone Creamery), Mayfield Dairy Farms, and Graeter's Ice Cream Company, etc. are among the major market players in the United States ice cream market.

## Report Scope:

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

### United States Ice Cream Market, By Category:

Take-Home Ice Cream

Impulse Ice Cream

Artisan Ice Cream

### United States Ice Cream Market, By Type:

Dairy

Vegan

#### United States Ice Cream Market, By Product Type:

Brick

Tub

Cup

Cone

Stick

Others

#### United States Ice Cream Market, By Flavor:

Vanilla

Chocolate

Fruit

Others

#### United States Ice Cream Market, By Distribution Channel:

Supermarkets/Hypermarkets

Departmental Stores

Specialty Stores

Grocery Stores

Online

Others

United States Ice Cream Market, By Region:

South

Midwest

West

Northeast

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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