

North America Ice Cream Market Report (2021-2031) by Scope, Segmentation, Dynamics, and Competitive Analysis

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Abstracts

The North American ice cream market is projected to grow significantly, reaching approximately USD 31.79 billion by 2031, up from USD 24.70 billion in 2023, with a compound annual growth rate (CAGR) of 3.2% during this period.

Executive Summary and Market Analysis

The growth of the ice cream market in North America is driven by several factors, including a rising demand for premium ice creams, a diverse range of flavors, and a growing preference for products made with natural ingredients and without preservatives. The trend towards vegan, lactose-free, GMO-free, and dairy-free desserts is prompting manufacturers to innovate and expand their product lines. Notably, there is a marked increase in the demand for lactose-free and vegan ice creams, particularly in the United States. For example, in February 2024, Perfect Day Inc. partnered with Unilever Plc to introduce Breyers Lactose-Free Chocolate.

The expansion of fast-food restaurants and the increasing use of natural ingredients in frozen dairy products are also contributing to the market's growth. Major brands such as Unilever, Ben & Jerry's, Nestle, and Blue Bell Creameries are key players in this market, actively engaging in mergers, acquisitions, collaborations, and product launches to meet consumer demand. A recent example includes Perry's Ice Cream, which expanded its production facility in Akron, US, in June 2024 to enhance its ice cream production capacity.

Market Segmentation Analysis

The North American ice cream market can be segmented based on flavor, category, form, and distribution channel:

- Flavor: The market includes vanilla, chocolate, berries, matcha, and others, with chocolate holding the largest market share in 2023.
- Category: The market is divided into conventional and sugar-free categories, with conventional ice cream dominating in 2023.
- Form: Ice cream is available in cups and tubs, bars and sticks, and other forms, with cups and tubs being the most popular.
- Distribution Channel: The primary distribution channels are supermarkets and hypermarkets, specialty stores, online retail, and others, with supermarkets and hypermarkets leading in market share in 2023.

Market Outlook

The rise of veganism has significantly influenced consumer preferences, with many opting for plant-based products perceived as healthier alternatives. Increased awareness of animal welfare and environmental sustainability is further driving the popularity of vegan food products. The trend is particularly strong in Southeast Asia, impacting innovations in the ice cream sector. According to Veganuary, a nonprofit organization promoting veganism, around 5.8 million people participated in the "Veganuary Campaign" in 2021.

Brands like Ben & Jerry's and Nestle are actively participating in the plant-based ice cream market. For instance, in 2022, Ben & Jerry's launched two new plant-based ice creams: Chocolate Milk and Cookies and Dirt Cake. The growing trend towards plant-based foods is expected to introduce new dynamics in the ice cream market throughout the forecast period.

Country Insights

The North American ice cream market is primarily composed of the US, Canada, and Mexico, with the US holding the largest market share in 2023. The US market is characterized by a strong demand for premium ice cream, a preference for healthier options, and a growing interest in innovative flavors. Key players are responding to this demand through various strategies, including mergers, acquisitions, and product launches. For example, Perry's Ice Cream's recent facility expansion in Akron aims to boost production to meet increasing consumer demand. Additionally, well-developed distribution channels such as supermarkets, hypermarkets, online retail, and specialty stores are enhancing product availability, further driving ice cream consumption across

the nation.

Company Profiles

Key players in the ice cream market include Blue Bell Creameries, Unilever Plc, Nestle SA, General Mills Inc, Mars Inc, Wells Enterprises Inc, Turkey Hill Dairy, Dairy Farmers of America, Morinaga Milk Industry Co Ltd, Kwalita Foods, LLC, Baskin-Robbins, David Chapman's Ice Cream Limited, Cold Stone Creamery, Lotus Bakeries NV, and IMURAYA GROUP CO., LTD. These companies are pursuing various strategies, including expansion, product innovation, and mergers and acquisitions, to enhance their market presence and cater to evolving consumer preferences.

Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the North America ice cream market.

Highlights key business priorities in order to assist companies to realign their business strategies.

The key findings and recommendations highlight crucial progressive industry trends in North America ice cream market, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

Scrutinize in-depth North America market trends and outlook coupled with the factors driving the ice cream market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin security interest with respect to client products, segmentation, pricing, and distribution.

Companies

Blue Bell Creameries

Unilever Plc

Nestle SA

General Mills Inc

Mars Inc

Wells Enterprises Inc

Turkey Hill Dairy

Dairy Farmers of America, Inc.

Morinaga Milk Industry Co Ltd

Kwality Foods, LLC.

Baskin-Robbins

David Chapman's Ice Cream Limited

Cold Stone Creamery

Lotus Bakeries NV

IMURAYA GROUP CO., LTD

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