Ice Cream and Frozen Novelties - US - July 2015

Report Price: £2466.89 | $3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Ice cream and frozen novelties eked out dollar sales growth of 10% from 2010-15 (zero growth when adjusted for inflation). The mature category remains popular with consumers; 90% of respondents to Mintel's custom consumer survey purchased frozen treats in a store in the past six months.

This report looks at the following areas:

- Sales of frozen treats sluggish
- Health plays a role in purchase, but consumers still want a treat

Recent listeria-related product recalls are not expected to hamper this engagement. Gelato and dairy alternatives appear as bright spots for the category, while frozen yogurt's popularity is on the decline. Whereas health plays a role in category participation, consumers turn to frozen treats as an indulgence, meaning balancing permissibility with enjoyment will be necessary.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Figure 65: Sherbet, sorbet, ices launches, by top 10 flavors, 2010-15*