Ice Cream and Frozen Novelties - US - July 2016

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.

"As volume sales in the saturated category decline, dollar gains have cooled. While health leads reasons for cutting back, sales of traditionally health-focused products struggle, and indulgence appears as a strong purchase driver. Category players can aim at health through cues such as natural, premium, and whole, positioning the products as being both good tasting and good for you."
-Beth Bloom, Senior Food & Drink Analyst

This report looks at the following areas:

- Dollar sales hold as volume sales decline
- 22% of frozen treat buyers are buying less
- Frozen yogurt brands are experiencing a meltdown

This Report examines retail sales of ice cream and frozen novelties (often referred to as "frozen treats" in combination for the sake of brevity). For the purposes of this Report, the ice cream and frozen novelties market has been segmented as follows:
• Ice cream/frozen dairy dessert (including gelato)
• Frozen novelties (eg, ice cream bars, sandwiches, cones, popsicles, and the like, all with the advantage of hand-held convenience, single portions/portion control, and snack friendliness)
• Frozen yogurt and dairy alternatives (including non-dairy items made from soy or other dairy alternatives)
• Sherbet, sorbet, and ices.

Packaged and unpackaged ice cream sold through restaurants, ice cream parlors, street vendors/food carts, and other foodservice venues are excluded.

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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Table of Contents

Appendix: Market

Appendix: Key Players