

Ice Cream - US - April 2017

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Retail sales of ice cream and frozen novelties reached \$12.8 billion in 2016, reflecting a 3.6% year-over-year increase.

Market growth has been driven by positive sales performance in the two largest segments: ice cream/frozen dessert and frozen novelties. These segments are seen as offering rich, indulgent treats that can satisfy sweet cravings. Premium brands with natural ingredients and innovative flavors have been strong performers.

This report looks at the following areas:

Mintel forecasts ongoing, but fairly modest positive growth in the market as a whole moving forward. Opportunities for growth lie in on-going appeal to key demographics who tend to engage more heavily in the category. These include iGens, Millennials, and parents, as well as Hispanics, who comprise a growing share of younger generations and families.

The \$12.8 billion ice cream and frozen novelty market has posted slow, but positive, growth. It faces challenges from competing treats and healthy-living trends. Some segments saw sales shrink from 2011-16 and are forecast to decline further. Consumers seeking indulgent treats that can satisfy sweet cravings continue to drive sales, and premium brands with natural ingredients have been doing well. Key areas of development and challenge lie in finding products that balance satisfaction, indulgence, and healthier qualities. This is key to both sustaining ice cream's growth, but also resuscitating sales in sherbets, ices, sorbets and frozen yogurt.

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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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