

Ice Cream and Frozen Novelties - US - April 2018

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"While consumers strive to live healthier lifestyles, strong engagement in the category suggests that there is still room for indulgence. Yet, the ice cream and frozen novelties category attained modest dollar sales growth from 2016-17 while unit volume slowed, indicating that increased consumption frequency is critical to growing the category."

- **Michael Averbook, Food & Drink Analyst**

This report looks at the following areas:

- Modest dollar sales growth amid declining volume sales
- Strong, yet slower participation
- Consumers have established favorites

A challenge to the category is the abundance of sweets that can satisfy indulgent cravings yet can offer more portability or spontaneity. Larger segments (ice cream and frozen novelties), particularly decadent products that seem synonymous with premium, carry the category, while frozen yogurts struggle. This suggests that the key to balancing consumer desire for indulgence and healthier qualities is not just about less (fat or calories) but also sometimes about real.

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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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