

Ice Cream and Frozen Novelties - US - July 2013

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.



“Personal use of ice cream and frozen novelties is highest among respondents over the age of 65 and among respondents aged 18-24. This is a strength of the category, given that these population groups are some of the fastest growing. However, the range of users necessitates targeted marketing efforts that hone in on a core consumer base.”

– Beth Bloom, Food and Drink Analyst

In this report we answer the key questions:

- How can the category stem future sales losses?
- How can the category hone marketing efforts to reach a varied consumer base?
- What role does health play in the category?

Americans view ice cream and frozen novelties as treats. However, the expanding array of snack options and willingness of some consumers to minimize unnecessary expenses during tough economic times resulted in slow growth in the category from 2008-13. Sales grew 9% during this time to \$11.2 billion. This equates to a loss of 1% when adjusted for inflation.

An infusion of life in the category through new products should warm sales. Consumption of traditional frozen treat offerings such as ice cream and sherbet is on a slight decline, while the percentage of households that eat frozen yogurt and frozen novelties is on the rise. Keeping new products in line with consumer interest in innovation, flavor, and affordability will be key to cooling sales losses and keeping consumers sweet on frozen treats.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
oxygen@mintel.com

DID YOU KNOW?

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

Ice Cream and Frozen Novelties - US - July 2013

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.

Table of Contents

Scope and Themes

What you need to know
Definition
Data sources
Sales data
Consumer survey data
Advertising creative
Abbreviations and terms
Abbreviations
Terms

Executive Summary

The market

The category slowly climbs to \$11.2 billion

Figure 1: Total U.S. sales and forecast of ice cream and frozen novelties, at current prices, 2008-18

Market segmentation

Ice cream makes up more than half of category sales

Figure 2: Total U.S. retail sales of ice cream and frozen novelties, by segment, 2013

Leading companies

Figure 3: MULO sales of ice cream and frozen novelties, by leading companies, rolling 52 weeks 2012 and 2013

Innovation

Leading product claims on the decline

Figure 4: Frozen treats launches, by top five claims, 2008-12

The consumer

The youngest and oldest consumers are the most engaged

Figure 5: Personal frozen treat purchase, by age, April 2013

Dessert is a popular eating occasion, but anytime is a good time

Figure 6: When frozen treats are consumed, April 2013

Focusing on flavor will be key to sales growth

Figure 7: Top five important attributes, April 2013

What we think

Issues and Insights

How can the category stem future sales losses?

Insight: Product innovation will be key to holding the attention of consumers

How can the category hone marketing efforts to reach a varied consumer base?

Insight: Targeted marketing efforts can address specific users groups with a customized focus

What role does health play in the category?

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: oxygen@mintel.com

Ice Cream and Frozen Novelties - US - July 2013

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.

Insight: Keeping healthy products available will be key, even in an indulgent category

Trend Applications

Trend: Mood to Order
Trend: The Nouveau Poor
Mintel Futures: East Meets West
Format innovation
Functionality
Mix-ins

Market Size and Forecast

Key points

The category slowly climbs to \$11.2 billion

Sales of ice cream and frozen novelties

Figure 8: Total U.S. sales and forecast of ice cream and frozen novelties, at current prices, 2008-18

Figure 9: Total U.S. sales and forecast of ice cream and frozen novelties, at inflation-adjusted prices, 2006-16

Fan chart forecast

Figure 10: Total market sales and fan chart forecast of market, at current prices, 2005-15

Competitive Context

More than one-third of consumers say restaurant treats taste better

Figure 11: Where frozen treats are consumed, by age, April 2013

Figure 12: Where frozen treats are consumed, by household income, April 2013

Make foodservice offerings available at retail

Category can find inspiration in foodservice trends

Segment Performance

Key points

Ice cream represents more than half of category sales

Sales of ice cream and frozen novelties, by segment

Figure 13: Total U.S. retail sales of ice cream and frozen novelties, by segment, at current prices, 2011 and 2013

Ice cream recovering after recessionary dip

Sales of ice cream

Figure 14: Total U.S. retail sales of ice cream, 2008-18

Frozen novelties estimated to grow 13% from 2008-13

Sales of frozen novelties

Figure 15: Total U.S. retail sales of frozen novelties, 2008-18

Frozen yogurt makes large gains, sales grow by 91% from 2008-13

Sales of frozen yogurt

Figure 16: Total U.S. retail sales of frozen yogurt, 2008-18

Sherbet, sorbet, ices dip, could recover with BFY positioning

Sales of sherbet, sorbet, ices

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: oxygen@mintel.com

Ice Cream and Frozen Novelties - US - July 2013

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.

Figure 17: Total U.S. retail sales of sherbet, sorbet, ices, 2008-18

Retail Channels

Key points

Supermarkets dominate category sales, "other" channels gain

Sales of ice cream and frozen novelties, by channel

Figure 18: Total U.S. retail sales of ice cream and frozen novelties, by channel, at current prices, 2011-13

Retail Channels – Natural Supermarkets

Key points

Natural channel sales grow by 29.4% from 2011-13

Sales of ice cream and frozen novelties in the natural channel

Figure 19: Natural supermarket sales of ice cream and frozen novelties, at current prices, 2011-13*

Figure 20: Natural supermarket sales of ice cream and frozen novelties, inflation-adjusted, 2011-13*

Natural channel sales of ice cream and frozen novelties by segment

Figure 21: Natural supermarket sales of ice cream and frozen novelties by segment, 2011 and 2013*

Leading Companies and Brands

Nestlé and Unilever lead category sales, post declines

Manufacturer sales of ice cream and frozen novelties

Figure 22: MULO sales of ice cream and frozen novelties by leading companies, rolling 52 weeks 2012 and 2013

Ice cream brand performance points to popularity of premium

MULO sales of ice cream

Figure 23: MULO sales of ice cream, by leading companies, rolling 52 weeks 2012 and 2013

Nestlé and Unilever battle it out for frozen novelty dominance

Figure 24: Leading frozen novelty treats (for eating at home), October 2011-November 2012

MULO sales of frozen novelties

Figure 25: MULO sales of frozen novelties, by leading companies, rolling 52 weeks 2012 and 2013

Growth in frozen yogurt evens the playing field

MULO sales of frozen yogurt

Figure 26: MULO sales of frozen yogurt, by leading companies, rolling 52 weeks 2012 and 2013

Private label represents 43.8% of sales of sherbet, sorbet, ices

MULO sales of sherbet, sorbet, ices

Figure 27: MULO sales of sherbet, sorbet, and ices, by leading companies, rolling 52 weeks 2012 and 2013

Innovations and Innovators

New product launches should jumpstart sales growth

Figure 28: Frozen treats launches, by launch type, 2008-12

Leading product claims on the decline

Figure 29: Frozen treats launches, by top 10 claims, 2008-12

Indulgence can come in many forms

Figure 30: Frozen treats launches, by top 10 flavors, 2008-12

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: oxygen@mintel.com

Ice Cream and Frozen Novelties - US - July 2013

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.

Sweet and savory

Alcohol

Premium

Gelato

Small batch

Environmental responsibility

Novelties put innovation in the hands of consumers

Figure 31: Frozen treats launches, by format, 2008-12

Ethnic-inspired offerings

Marketing Strategies

Overview of brand landscape

Brand analysis: Blue Bunny

Figure 32: Brand analysis of Blue Bunny, 2013

Online initiatives

TV presence

Figure 33: Blue Bunny TV ad, "Show and Tell," 2013

Figure 34: Blue Bunny TV ad, "100 Wishes For 100 kids," 2013

Print and other

Figure 35: Blue Bunny print ad

Brand analysis: Dreyer's/Edy's

Figure 36: Brand analysis of Dreyer's/Edy's, 2013

Online initiatives

TV presence

Figure 37: Edy's Ice Cream TV ad, "No Giving Up (30/Caramel delight)," 2013

Print and other

Figure 38: Edy's OutShine Fruit Bars print ad

Brand analysis: Häagen-Dazs

Figure 39: Brand analysis of Häagen-Dazs, 2013

Online initiatives

TV presence

Figure 40: Häagen-Dazs TV ad, "Say Sorry," 2013

Figure 41: Häagen-Dazs TV ad, "Tempting Ice Cream," 2013

Print and other

Figure 42: Häagen-Dazs print ad

Brand analysis: Ben & Jerry's

Figure 43: Brand analysis of Ben & Jerry's, 2013

Online initiatives

Print and other

Figure 44: Ben & Jerry's print ad

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: oxygen@mintel.com

Ice Cream and Frozen Novelties - US - July 2013

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.

Figure 45: Ben & Jerry's print ad

Brand analysis: Skinny Cow

Figure 46: Brand analysis of Skinny Cow, 2013

Online initiatives

Print and other

Figure 47: Skinny Cow print ad

Brand analysis: Magnum Ice Cream

Figure 48: Brand analysis of Magnum Ice Cream, 2013

Online initiatives

TV presence

Figure 49: Magnum Ice Cream TV ad, "bars Of Gold," 2013

Print and other

Social Media

Key points

Social media metrics

Figure 50: Key performance indicators, June 2013

Market overview

Brand usage and awareness

Figure 51: Usage and awareness of selected ice cream and frozen novelties brands, April 2013

Interaction with ice cream and frozen novelties brands

Figure 52: Interaction with selected ice cream and frozen novelties brands, April 2013

Online conversations

Figure 53: Online conversations on selected ice cream brands, May 10-June 9, 2013

Figure 54: Words most closely associated with online mentions of Ben & Jerry's, May 10- June 9, 2013

Figure 55: Online conversations on selected ice cream brands, by day, May 10-June 9, 2013

Where are people talking about ice cream brands?

Figure 56: Online conversations on selected ice cream brands, by page type, May 10-June 9, 2013

What are people talking about?

Figure 57: Types of conversations around selected ice cream brands, May 10-June 9, 2013

Figure 58: Types of conversations around selected ice cream brands, by day, May 10-June 9, 2013

Figure 59: Types of conversations around selected ice cream brands, by page type, May 10-June 9, 2013

Analysis by brand

Ben & Jerry's

Figure 60: Ben & Jerry's – key social media indicators, June 2013

Key online campaigns

What we think

Klondike

Figure 61: Klondike – key social media indicators, June 2013

Key online campaigns

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: oxygen@mintel.com

Ice Cream and Frozen Novelties - US - July 2013

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.

What we think

Nestlé Drumstick

Figure 62: Nestlé Drumstick – key social media indicators, June 2013

Key online campaigns

What we think

Edy's Ice Cream

Figure 63: Edy's Ice Cream – key social media indicators, June 2013

Key online campaigns

What we think

Breyers

Figure 64: Breyers – key social media indicators, June 2013

Key online campaigns

What we think

Blue Bunny Ice Cream

Figure 65: Blue Bunny Ice Cream – key social media indicators, June 2013

Key online campaigns

What we think

Frozen Treat Purchase

Key points

Ice cream and frozen novelties used in 90% of households

Women are more likely than men to purchase most frozen treats

Figure 66: Any frozen treat purchase, by gender, April 2013

Women are a good target for the purchase of multiple products...

Figure 67: Repertoire analysis of purchase of frozen treats, by gender, April 2013

...but men eat more

Figure 68: Ice cream & sherbet (for eating at home), by gender, October 2011-November 2012

Figure 69: Frozen yogurt, by gender, October 2011-November 2012

Men gravitate toward indulgence, women to health

Figure 70: Personal frozen treat purchase (for myself), by gender, April 2013

Ice cream's barbell effect is slightly heavier at one end

Figure 71: Personal frozen treat purchase (for myself), by age, April 2013

Figure 72: Repertoire analysis of purchase of frozen treats, by age, April 2013

Lowest income earning HHs least likely to participate in the category

Figure 73: Any frozen treat purchase, by household income, April 2013

Ice cream popular among lower income HHs, gelato for higher earners

Figure 74: Personal frozen treat purchase (for myself), by household income, April 2013

Higher health profile and expanded marketing may increase sales

Figure 75: Reasons for not purchasing frozen treats, April 2013

Consumption Occasion

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: oxygen@mintel.com

Ice Cream and Frozen Novelties - US - July 2013

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.

Key points

Dessert rules, but nearly half of consumers indulge anytime

Figure 76: When frozen treats are consumed, by gender, April 2013

Ice cream is a treat

Figure 77: Why frozen treats are consumed, by gender, April 2013

Young consumers most open to a range of consumption occasions

Figure 78: When frozen treats are consumed, by age, April 2013

18-24 year olds strong target for mood enhancement

Figure 79: Why frozen treats are consumed, by age, April 2013

Category is valued by lower income earners

Figure 80: Why frozen treats are consumed, by household income, April 2013

Singles most likely to eat ice cream whenever they want

Figure 81: When frozen treats are consumed, by household size, April 2013

Ways in Which Frozen Treats are Consumed

Key points

Vast majority of consumers eat ice cream in a bowl by itself

Figure 82: Ways in which frozen treats are consumed, by gender, April 2013

Young adults present opportunities for mix-ins, accessories

Figure 83: Ways in which frozen treats are consumed, by age, April 2013

Important Attributes

Key points

Flavor and price lead important attributes

Figure 84: Important attributes, by gender, April 2013

Figure 85: Ice cream & sherbet (for eating at home), by gender, October 2011-November 2012

Figure 86: Frozen yogurt, by gender, October 2011-November 2012

Oldest consumers want flavor and health

Figure 87: Important attributes, by age, April 2013

Figure 88: Ice cream & sherbet (for eating at home), by age, October 2011-November 2012

Price leads importance among low income earning households

Figure 89: Important attributes, by household income, April 2013

Attitudes Toward Frozen Treats

Key points

Consumers have generally positive attitude toward category

Majority of consumers believe frozen treats can fit into a healthy diet

Retail exploration is an important aspect of sales performance

Manufacturers and retailers should consider mimicking foodservice experience

Category is not viewed as affordable, but consumers are willing to spend more

Figure 90: Attitudes toward frozen treats, by gender, April 2013

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: oxygen@mintel.com

Ice Cream and Frozen Novelties - US - July 2013

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.

Product development important in engaging young adult consumers

Figure 91: Attitudes toward frozen treats, by age, April 2013

High income earners willing to spend more

Figure 92: Attitudes toward frozen treats, by household income, April 2013

Custom Consumer Group – Households with Children

Key points

HHs with kids more likely to purchase frozen treats

Figure 93: Any frozen treat purchase, by presence of children in household, April 2013

Special occasion ice cream popular among HHs with children

Figure 94: When frozen treats are consumed, by presence of children in household, April 2013

New products/in-store discovery important to HHs with children

Figure 95: Attitudes toward frozen treats, by presence of children in household, April 2013

Younger children more likely to eat ice cream

Figure 96: Ice cream, by age, October 2011-November 2012

Figure 97: Ice cream (for eating at home), by age, October 2011-November 2012

Teen ice cream consumption down, CPG could mimic foodservice

Figure 98: Ice cream (for eating at home), October 2007-November 2012

Other frozen treats are also more popular among kids

Figure 99: Other frozen treats, by age, October 2011-November 2012

Figure 100: Other frozen treats (for eating at home), by age, October 2011-November 2012

Figure 101: Other frozen treats, by age, October 2011-November 2012

Figure 102: Other frozen treats (for eating at home), by age, October 2011-November 2012

Presence of children means greater opportunity for related produce sales

Figure 103: Ways in which frozen treats are consumed, by presence of children in household, April 2013

Impact of Race and Hispanic Origin

Key points

Asian and Hispanic consumer represent growth opportunities

Asian consumers indulge in frozen treats

Alternative offerings find favor among Hispanics

Black households drawn to sherbet and custard

Figure 104: Any frozen treat purchase, by race/Hispanic origin, April 2013

Encourage Asian shoppers to purchase multiple products

Figure 105: Repertoire analysis of purchase of frozen treats, by race/Hispanic origin, April 2013

Black consumers view ice cream as an accompaniment or mix-in

Figure 106: Ways in which frozen treats are consumed, by race/Hispanic origin, April 2013

Consider occasion-based product development and outreach

Figure 107: When frozen treats are consumed, by race/Hispanic origin, April 2013

Functional offerings should appeal to Asian shoppers

Figure 108: Why frozen treats are consumed, by race/Hispanic origin, April 2013

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: oxygen@mintel.com

Ice Cream and Frozen Novelties - US - July 2013

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.

Asians are price/quality conscious, Hispanics favor "low in" items

Figure 109: Important attributes, by race/Hispanic origin, April 2013

New product development may attract Hispanics patronage

Figure 110: Attitudes toward frozen treats, by race/Hispanic origin, April 2013

IRI/Builders – Key Household Purchase Measures – Ice Cream/Sherbet

Ice cream

Consumer insights on key purchase measures – ice cream

Brand map

Figure 111: Brand map, selected brands of ice cream buying rate, by household penetration, 2012*

Brand leader characteristics

Key purchase measures

Figure 112: Key purchase measures for the top brands of ice cream, by household penetration, 2012*

Sherbet/sorbet/ices

Consumer insights on key purchase measures – sherbet/sorbet/ices

Brand map

Figure 113: Brand map, selected brands of sherbet/sorbet/ices, by household penetration, 2012*

Brand leader characteristics

Key purchase measures

Figure 114: Key purchase measures for the top brands of sherbet/sorbet/ices, by household penetration, 2012*

Frozen yogurt/tofu

Consumer insights on key purchase measures – frozen yogurt

Brand map

Figure 115: Brand map, selected brands of frozen yogurt/tofu buying rate, by household penetration, 2012*

Brand leader characteristics

Key purchase measures

Figure 116: Key purchase measures for the top brands of frozen yogurt/tofu, by household penetration, 2012*

IRI/Builders – Key Household Purchase Measures – Frozen Novelties

Frozen novelties

Consumer insights on key purchase measures – frozen novelties

Brand map

Figure 117: Brand map, selected brands of frozen novelties buying rate, by household penetration, 2012*

Brand leader characteristics

Key purchase measures

Figure 118: Key purchase measures for the top brands of frozen novelties, by household penetration, 2012*

Appendix – Market Drivers

Consumer confidence

Figure 119: University of Michigan's index of consumer sentiment (ICS), 2007-13

Unemployment

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: oxygen@mintel.com

Ice Cream and Frozen Novelties - US - July 2013

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.

Figure 120: U.S. unemployment rate, by month, 2002-13

Figure 121: U.S. unemployment and underemployment rates, 2007-13

Figure 122: Number of employed civilians in U.S., in thousands, 2007-13

Food cost pressures

Figure 123: Changes in USDA Food Price Indexes, 2011 through May 24, 2013

Obesity

Figure 124: U.S. obesity, by age group, 2008 and 2012

Childhood and teen obesity – highest in decades

Figure 125: Prevalence of obesity among children and adolescents aged 2-19, 1971-2010

Racial, ethnic population growth

Figure 126: U.S. population by race and Hispanic origin, 2008, 2013, and 2018

Figure 127: Households with children, by race and Hispanic origin of householder, 2012

Shifting U.S. demographics

Figure 128: U.S. population, by age, 2008-18

Figure 129: U.S. households, by presence of own children, 2002-12

Appendix – Social Media

Brand usage or awareness

Figure 130: Brand usage or awareness, April 2013

Figure 131: Ben & Jerry's usage or awareness, by demographics, April 2013

Figure 132: Breyers usage or awareness, by demographics, April 2013

Figure 133: Edy's Ice cream usage or awareness, by demographics, April 2013

Figure 134: Blue Bunny ice cream usage or awareness, by demographics, April 2013

Figure 135: Nestlé drumstick usage or awareness, by demographics, April 2013

Figure 136: Klondike usage or awareness, by demographics, April 2013

Activities done

Figure 137: Activities done, April 2013

Figure 138: Ben & Jerry's – Activities done, by demographics, April 2013

Figure 139: Breyers – Activities done, by demographics, April 2013

Figure 140: Edy's Ice Cream – Activities Done, by demographics, April 2013

Figure 141: Blue Bunny ice cream – Activities done, by demographics, April 2013

Figure 142: Nestlé drumstick – Activities done, by demographics, April 2013

Figure 143: Klondike – Activities done, by demographics, April 2013

Online conversations

Figure 144: Online conversations on selected ice cream brands, May 10-June 9, 2013

Figure 145: Online conversations on selected ice cream brands, by day, May 10-June 9, 2013

Figure 146: Online conversations on selected ice cream brands, by page type, May 10-June 9, 2013

Figure 147: Types of conversations around selected ice cream brands, May 10-June 9, 2013

Figure 148: Types of conversations around selected ice cream brands, by day, May 10-June 9, 2013

Figure 149: Types of conversations around selected ice cream brands, by page type, May 10-June 9, 2013

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: oxygen@mintel.com

Ice Cream and Frozen Novelties - US - July 2013

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.

Appendix – Other Useful Consumer Tables

Purchase of frozen treats

Figure 150: Personal frozen treat purchase (for myself), by gender and age, April 2013

Figure 151: Personal frozen treat purchase (for myself), by household size, April 2013

Figure 152: Personal frozen treat purchase (for myself), by age and household income, April 2013

Ways in which frozen treats are used

Figure 153: Ways in which frozen treats are consumed, by household income, April 2013

Consumption occasion

Figure 154: When frozen treats are consumed, by household income, April 2013

Figure 155: When frozen treats are consumed, by repertoire groups – Purchase of frozen treats, April 2013

Important attributes

Figure 156: Important attributes, by repertoire groups – Purchase of frozen treats, April 2013

Figure 157: Important attributes, by consumption occasion, April 2013

Figure 158: Important attributes, by ways in which frozen treats are consumed, April 2013

Figure 159: Important attributes, by consumption occasion, April 2013

Attitudes toward frozen treats

Figure 160: Attitudes toward frozen treats, April 2013

Appendix – Information Resources Inc. Builders Panel Data Definitions

Information Resources Inc. Consumer Network Metrics

Appendix – Trade Associations

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: oxygen@mintel.com