Ice Cream and Frozen Novelties - US - July 2013

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"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.

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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