

Ice Cream and Frozen Novelties - US - May 2019

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"Ice cream and frozen novelties are freezer staples; however, sales in this mature market are static. While traditional ice cream leads market share, shifts are in the works: the frozen yogurt/non-dairy segment has solid gains, aligning with broader consumer movement to incorporate plant-based foods into diets."

- Mimi Bonnett, Director - Food and Drink, Foodservice

This report looks at the following areas:

- Limited room to grow
- The market is cluttered and complex
- Consumers are impulse driven – even in planned purchases
- Don't forget the grown-ups
- Value-added innovation may cast the widest net

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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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