

Ice Cream and Frozen Novelties - US - April 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior as it relates to the ice cream and frozen novelties market.
- Lessons from the past recession on ice cream and frozen novelty sales.
- Change in purchasing frequency.
- Reasons for change in purchasing frequency.
- Interest and experience with various types of non-dairy ice cream.

The retail market for ice cream and frozen novelties experienced a surge in sales in 2020, resulting in a 16.3% increase in dollar sales. The spike resulted from consumers, forced to spend greater amounts of time at home due to the COVID-19 pandemic, treating themselves more often while they're there. While dollar sales are expected to decline in 2021, as consumers resume away-from-home activities like dining out, successful innovation from category players is expected to keep category sales higher than before the pandemic. Even so, brands will need to address an expected decline in comfort eating as well as lingering economic uncertainty with both smaller and economical formats and health-focused ingredients.



“An increase in eating and treating at home boosted the ice cream and frozen novelty market in 2020, bringing in a 16.3%-dollar sales increase over 2019 totals. The category is expected to hold onto a large share of growth, due to ample innovation from category players, but brands will still face challenges – namely economic uncertainty and a post-pandemic return to wellness.” – Kaitlin Kamp, Food and Drink Analyst

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