

## Ice Cream and Frozen Novelties: Incl Impact of COVID-19 - US - April 2020

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Ice cream and frozen novelty brands can be sources of support in both the short term and the undoubtedly challenging days ahead. In the now, consumers are likely to want familiar and comforting foods making this an opportunity for brands to connect.

– **Kaitlin Kamp, US Food and Drink Analyst**

This report looks at the following areas:

- **Category lags behind other snack and dessert categories**
- **Heavy engagement relies on parenthood**
- **There's a disconnect in BFY attitudes vs offerings**

The \$13.7 billion ice cream and frozen novelties category has experienced modest growth over the last year and slow to no growth was expected to continue into 2024. Yet, like many other food and drink categories, the sheltering in place stages of the pandemic are proving to be a tailwind for the mature and crowded category. And, the easing of those mandates will likely lead into the primary seasonal summer months where the category naturally flourishes. While ice cream and frozen novelties may not necessarily be considered an essential, brands can still become a self-care partner during this time and in, perhaps more importantly, the subsequent fallout.

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## Table of Contents

### Overview

What you need to know  
 Key issues covered in this Report  
 Definition

### Executive Summary

Figure 1: Short, medium and long term impact of COVID-19 on ice cream and frozen novelties, April 2020

Figure 2: Total US retail sales and forecast of ice cream and frozen novelties, at current prices, 2014-24

The issues

Category lags behind other snack and dessert categories

Figure 3: US retail sales and forecast of ice cream and frozen novelties, salty snacks and cookies, % change in sales growth, 2015-2019

Heavy engagement relies on parenthood

Figure 4: Household ice cream and frozen novelties consumption, repertoire, by parental status, January 2020

There's a disconnect in BFY attitudes vs offerings

Figure 5: Ice cream and frozen novelties attributes, January 2020

The opportunities

Adapt to shifting ways of food and drink shopping

Keep it simple, functional

Figure 6: Ice cream and frozen novelties attitudes, January 2020

Make novelties an adult occasion

Figure 7: Ice cream and frozen novelty associations, January 2020

Remain flavor forward

Figure 8: Flavor interest, January 2020

### The Impact of COVID-19 on Ice Cream and Frozen Novelties

What you need to know

Figure 9: Short, medium and long term impact of COVID-19 on ice cream and frozen novelties, April 2020

Opportunities and Threats

COVID-19 boost will have seasonal staying power, but then return to business as usual

Experience, nostalgia will inherently benefit the ice cream and frozen novelties brands

A return to wellbeing

Impact on the Ice Cream and Frozen Novelties market

2020 will bring highs, followed by slows

Figure 11: Total US retail sales and forecast of ice cream and frozen novelties, at current prices, 2014-24

How the crisis will affect ice cream and frozen novelty key consumer segments

Parents and kids are an important part of the ice cream equation...

...yet the number of households with children shrinking

Figure 12: Households, by presence of related children, 2008-18

Now is a great time to focus on adults as individuals, too

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Figure 13: Population aged 18 or older, by age, 2014-24

How a COVID-19 recession will reshape the Ice Cream and Frozen Novelty industry

Unemployment will shift, not disrupt, discretionary spend for some

COVID-19: US context

## The Market – What You Need to Know

Growth lags behind other treats

Frozen novelties to take the largest share of market

Restaurants scream for ice cream

Frozen treats part of a balanced diet?

## Market Size and Forecast

Stagnation persists in the long-term

Figure 14: Total US retail sales and forecast of ice cream and frozen novelties, at current prices, 2014-24

## Market Breakdown

Frozen novelties drive category growth

Figure 15: Total US retail sales and forecast of ice cream and frozen novelties, by segment, at current prices, 2014-24

## Market Perspective

Snack boom gives consumers options for indulgence

Figure 16: New food US product launches by subcategory, % change 2018-2019

Parents are worried about sugar

Figure 17: Getting parents to consider new food or drinks, November 2019

## Market Factors

Consumers looking for balance

Figure 18: Attitudes toward healthy eating, September 2019

Shrinking households with children not likely to rebound soon

Figure 19: Households, by presence of related children, 2008-18

## Key Players – What You Need to Know

Wells Enterprises given the cold shoulder by Halo Top declines

Fun and function

Diet ice cream results in thin sales

Milk. Cream. Sugar. Eggs.

## Company and Brand Sales of Ice Cream and Frozen Novelties

Halo Top chills Wells Enterprises' sales while other players hold steady

Figure 20: Multi-outlet sales of ice cream and frozen novelties, by leading companies, rolling 52 weeks 2019 and 2020

Novelty boom could lead to an oversaturation issue

Figure 21: Multi-outlet sales of frozen novelties, by leading companies and brands, rolling 52 weeks 2019 and 2020

## What's Working

Unique flavors

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Figure 22: MULO sales of ice cream brands with unique flavors, rolling 52 weeks 2019

Function brings balance to indulgence

Figure 23: MULO sales of ice cream brands with functional benefits, rolling 52 weeks 2019

Mini sizes lead to big sales

Figure 24: MULO sales of ice cream brands with mini products, rolling 52 weeks 2019

## What's Struggling

The dairy-free segment is getting crowded...

Figure 25: MULO sales of non-dairy ice cream brands, rolling 52 weeks 2019

...but there's opportunity in nice cream

Figure 26: MULO sales of ice cream made from fruit, rolling 52 weeks 2019

Diet ice creams face a rocky road

Figure 27: MULO sales of low fat/low calorie brands and sorbet/sherbet brands, rolling 52 weeks 2019

Packaged gelato struggles to find its niche

Figure 28: MULO sales of gelato brands, rolling 52 weeks 2019

## What to Watch

Back to basics

Figure 29: ice cream brands with real positioning

Plant based gives way to lab made

Figure 30: Perfect Day ice cream

Ice cream gets sustainable, ethical

Figure 31: Ethical ice cream brands

## The Consumer – What You Need to Know

Parents lead engagement, especially in frozen novelties

Simple is best

It's all about flavor

## Types of Ice Cream and Frozen Novelties Consumed

Consumers still sweet on ice cream...

Figure 32: Ice cream and frozen novelties consumption, net, January 2020

...yet regular eengagement could use a boost

Figure 33: Ice cream and frozen novelties consumption, repertoire, January 2020

Older consumers are ice cream traditionalists

Figure 34: Ice cream and frozen novelties consumption, by age, January 2020

Frozen novelty consumption driven by children

Figure 35: Ice cream and frozen novelties consumption, by parental status, January 2020

Novelties, sherbet, ices, sorbets can afford to get experimental

Figure 36: Ice cream and frozen novelties consumption, net, by food and drink segmentation, January 2020

## Household Ice Cream and Frozen Novelties Consumption

Children an important part of the ice cream equation

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Figure 37: Household ice cream and frozen novelties consumption, January 2020

Figure 38: Household ice cream and frozen novelties consumption, repertoire, by parental status, January 2020

Consumers age out of icy treats, novelties

Figure 39: Types of ice cream and frozen novelties consumed, by parental status and age of children, January 2020

## Important Ice Cream and Frozen Novelties Attributes

Flavor comes first

Figure 40: Ice cream and frozen novelties attributes, January 2020

Figure 41: Ice cream and frozen novelties claims, % change 2018-2019

Indulgent varieties don't need BFY positioning

Figure 42: Ice cream and frozen novelties attributes by types consumed, January 2020

Dairy-free category is serving a small percentage of consumers

Figure 43: Ice cream and frozen novelties attributes, dairy free, by age, January 2020

## Ice Cream and Frozen Novelties Attitudes

Health isn't an expectation, indulgence is

Figure 44: Ice cream and frozen novelties attitudes, January 2020

Men more willing to compromise on indulgence

Figure 45: Ice cream and frozen novelties attitudes, by gender and age, January 2020

Parents of kids 6-11 most concerned with healthy options

Figure 46: Ice cream and frozen novelties attitudes, by children in household, January 2020

## Ice Cream and Frozen Novelties Associations

Frozen treats have distinct strengths and weaknesses

Figure 47: Correspondence Analysis – Symmetrical map – Frozen treat associations, January 2020

Figure 48: Ice cream and frozen novelty associations, January 2020

Guilt is gendered

Figure 49: Ice cream and frozen novelty associations, January 2020

## Flavor Interest in Ice Cream and Frozen Novelties

The more flavor, the better

Figure 50: Flavor interest, January 2020

Older consumers less adventurous

Figure 51: Flavor interest, by age, January 2020

Women hungrier for flavors

Figure 52: Flavor interest, by age and gender, January 2020

## Innovation to Drive Trial

Consumers motivated by indulgence, especially a permissible or functional one

Figure 53: Innovation to drive trial, January 2020

Motivations vary by age

Figure 54: Innovation to drive trial, by age, January 2020

Parents seeking out BFY options

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Figure 55: Innovation to drive trial, January 2020

## Appendix – Data Sources and Abbreviations

Data sources  
 Sales data  
 Fan chart forecast  
 Consumer survey data  
 Further Analysis Methodology  
 Correspondence Analysis  
 TURF  
 Abbreviations and terms  
 Abbreviations

## Appendix – The Market

Figure 56: Total US retail sales and forecast of ice cream and frozen novelties, at inflation-adjusted prices, 2014-24  
 Figure 57: Total US retail sales of ice cream and frozen novelties, by segment, at current prices, 2017 and 2019  
 Figure 58: Total US retail sales and forecast of frozen novelties, at current prices, 2014-24  
 Figure 59: Total US retail sales and forecast of frozen novelties, at inflation-adjusted prices, 2014-24  
 Figure 60: Total US retail sales and forecast of frozen novelties, by type, at current prices, 2014-19  
 Figure 61: Total US retail sales and forecast of ice cream, at current prices, 2014-24  
 Figure 62: Total US retail sales and forecast of ice cream, at inflation-adjusted prices, 2014-24  
 Figure 63: Total retail sales of ice cream and frozen dairy desserts, by type, at current prices, 2014-19  
 Figure 64: Total US retail sales and forecast of frozen yogurt/non-dairy, at current prices, 2014-24  
 Figure 65: Total US retail sales and forecast of frozen yogurt/non-dairy, at inflation-adjusted prices, 2014-24  
 Figure 66: Total US retail sales and forecast of sherbet/sorbet/ices, at current prices, 2014-24  
 Figure 67: Total US retail sales and forecast of sherbet/sorbet/ices, at inflation-adjusted prices, 2014-24

## Appendix – Retail Channels

Figure 68: Total US retail sales of ice cream and frozen novelties, by channel, at current prices, 2014-19  
 Figure 69: Total US retail sales of ice cream and frozen novelties, by channel, at current prices, 2017 and 2019  
 Figure 70: US supermarket sales of ice cream and frozen novelties, at current prices, 2014-19  
 Figure 71: US drugstore sales of ice cream and frozen novelties, at current prices, 2014-19  
 Figure 72: US sales of ice cream and frozen novelties through other retail channels, at current prices, 2014-19

## Appendix – Key Players

Figure 73: Multi-outlet sales of ice cream, by leading companies and brands, rolling 52 weeks 2019 and 2020  
 Figure 74: Multi-outlet sales of frozen yogurt/non-dairy, by leading companies and brands, rolling 52 weeks 2019 and 2020  
 Figure 75: Multi-outlet sales of sherbet/sorbet/ices, by leading companies and brands, rolling 52 weeks 2019 and 2020

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