

North America Ice Cream Market Forecast to 2028 - COVID-19 Impact and Regional Analysis - by Flavor (Vanilla, Chocolate, Fruit, and Others), Category (Conventional and Sugar Free), Form (Cups and Tubs, Bars and Sticks, and Others), and Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others)

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Report description:

The North America ice cream market is expected to grow from US\$ 29,123.72 million in 2022 to US\$ 36,434.78 million by 2028; it is estimated to grow at a CAGR of 3.8% from 2022 to 2028.

Ice cream manufacturers are developing products with nutritional components, organic herbal fillings, and exotic flavors to acquire a competitive advantage and attract consumers. Manufacturers are introducing ice creams of new exotic flavors, including coconut, lemon, and tropical fruits, to adapt to shifting consumers' tastes. Additionally, manufacturers such as Skinny Cow are offering low-calorie and low-fat ice creams for health-conscious consumers. As a result, their consumer base is increasing. Also, ice cream manufacturers are investing significantly in product innovation to expand their customer base and meet emerging consumer trends. Many brands and companies are launching innovative limited edition and seasonal flavors for frozen desserts in collaboration with other small players, which is gaining traction among consumers. Therefore, introduction of ice creams with innovative flavors are driving the growth of ice cream market.

Vendors in the North America ice cream market can attract new customers and expand their footprints in emerging markets by offering products with new features and technologies. This factor is likely to drive the market at a good CAGR during the forecast period.

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North America Ice Cream Market Segmentation

The North America ice cream market is segmented on the basis of flavor, category, form, distribution channel, and country. Based on flavor, the market is segmented into vanilla, chocolate, fruit, and others. The chocolate segment dominated the market in 2022 and is expected to register the highest CAGR during the forecast period. Based on category, the market is bifurcated into conventional and sugar free. The conventional segment dominated the market in 2022, whereas the sugar free segment is expected to register a higher CAGR during the forecast period. Based on form, the North America ice cream market is segmented into cups & tubs, bars & sticks, and others. The cups & tubs segment dominated the market in 2022. However, the bars & sticks segment is expected to register the highest CAGR during the forecast period. Based on distribution channel, the market is segmented into supermarkets and hypermarkets, specialty store, online retail, and others. The supermarkets and hypermarkets segment dominated the market in 2022, whereas the online retail segment is expected to register the highest CAGR during the forecast period. Based on country, the North America ice cream market is segmented into the US, Canada, and Mexico.

Blue Bell Creameries; Dairy Farmers of America, Inc.; General Mills Inc.; Inspire Brands, Inc.; Lotte Confectionery Co., Ltd.; Mars, Incorporated; Nestle S.A.; Turkey Hill Dairy; Unilever; and Wells Enterprises are among the leading companies in the North America ice cream market.

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