

## **North America Ice Cream Market - Growth, Trends, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 119 pages | Mordor Intelligence

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### **Report description:**

The North American Ice Cream Market is projected to witness a CAGR of 2.45% over the upcoming five years.

The region witnessed rising demand for premium ice creams, thus driving the market's growth. Few of those premium ice creams have gained popularity among health-conscious consumers due to low-calorie/no-sugar claims compared to regular ice creams. For instance, to cater to the demand for low-sugar food products, in May 2021, NadaMoo launched a new line of dairy-free ice cream with no added sugar available in vanilla, strawberry, and chocolate flavors. The ice cream is sweetened using organic allulose, erythritol, and stevia extract.

The region witnessed rising health concerns. Owing to this, consumers across the region prefer ice cream products that are GMO-free, preservative-free, dairy-free, low in calories, and organic and fat-free. The segment recorded the highest revenue in the US market due to bulk availability and relatively higher price of takeaway ice creams. Moreover, these ice creams gain greater attention from consumers in retail stores due to the value packs offered by the companies.

The market is expanding due to increased demand for premium ice creams. Due to the use of high-quality ingredients and less aeration than regular ice creams, premium ice creams have gained popularity among consumers concerned about their health in the region.

### North America Ice Cream Market Trends

#### Increased Product Innovations are Boosting the Market Demand

Ice cream manufacturers are creating products with premium and innovative ingredients to gain a competitive advantage and appeal to North American consumers. This factor is also increasing their customer base. The growing consumer demand for real ingredients and natural flavors pushed companies towards new product development. The increasing number of vegans in North

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America fuels the need for dairy-free products and dairy-free ice creams. In January 2022, JD's Vegan, which offers dairy-free frozen dessert alternatives, added three new flavors to its existing range of ice creams. The latest addition includes

Chocolate My Way is made with dark chocolate, cocoa butter, and vanilla bean.

Key Lime Pie, which combines tangy citrus and sweet coconut cream with crunchy graham crackers and specks of key lime zest (404) Cookies & Cream, cream-filled vegan chocolate cookies.

Along with being plant-based and having a coconut cream base, these ice creams are lactose-free, GMO-free, and do not contain artificial flavors.

Furthermore, government initiatives are promoting dairy products in the region. For instance, in June 2022, the New York State Agriculture Commissioner announced initiatives to promote the New York Dairy Industry during the dairy month. Programs such as NYS Grown & Certified and Taste NY are focusing their efforts on promoting the dairy products of New York.

### Take-home Ice Cream holds the Major Share

In the United States, ice cream is an all-time favorite dessert for the population. According to estimations made by International Dairy Foods Association and the United States Census Bureau in 2021, manufacturers in the country churned out more than 1.3 billion gallons of ice cream with a consumption level of 20 pounds (approx. 4 gallons) of ice cream on average. The increased demand for take-home ice creams in the North American region is driven by the increasing number of occasions and gatherings at home where ice creams are consumed as a snack or dessert. The demand for take-home ice cream surpassed impulse ice cream by around 200%. The take-home ice cream segment is further supported by manufacturers focusing on developing innovative and flexible packaging materials through strategic partnerships, propelling the demand for take-home ice cream in the region. For instance, in July 2021, Tillamook County Creamery Association (TCCA) announced new packaging goals aimed at sustainability, avoiding additional and unnecessary packaging while prioritizing products' uncompromising quality and food waste reduction. It is also committed to having 100% of its packaging solutions be recyclable, reusable, or compostable by 2030, and many more. The growing snacking trend, supported by companies' focus on developing various take-home packaging formats, is anticipated to drive the segment's growth.

### North America Ice Cream Market Competitor Analysis

The North American ice cream market is highly competitive and comprises regional and international players. Players like Unilever, Nestle SA, Wells Enterprises, Tillamook County Creamery Association, and Blue Bell Creameries dominate the market. The leading players in the ice cream market enjoy a dominant presence across the North American region. The players adopt business strategies to gain market share, such as product innovations, partnerships, bolstering their marketing campaigns, and mergers and acquisitions to expand their visibility and offerings, contributing to the market's growth.

### Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

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