

North America Dairy Desserts - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2017 - 2029

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Report description:

The North America Dairy Desserts Market size is estimated at USD 25.87 billion in 2024, and is expected to reach USD 29.48 billion by 2029, growing at a CAGR of 2.65% during the forecast period (2024-2029).

The United States accounted for the highest sales of dairy desserts in overall distribution channels

- The distribution channels of the North American dairy desserts market have been bifurcated into on-trade and off-trade retailing channels, with the off-trade segment recording a significant dominance. In the off-trade segment, the online channel sub-segment is the fastest-growing one, which is anticipated to record a 4.9% growth by 2024 compared to 2021. Online shopping is becoming a popular way for consumers to buy dairy desserts because of the increase in busy schedules and lifestyles. In the highly competitive space of e-commerce, where it is easy for customers to switch between retailers, finding ways to keep customers loyal is essential.

- The on-trade channel is the fastest-growing segment in the North American dairy desserts market, anticipated to record a growth of 19.4% in 2024 from 2021. The on-trade segment is primarily composed of restaurants and foodservice operators. There are many dishes and preparations in North American cuisine that include dairy desserts. In 2022, more than 600,000 restaurants were operating across the United States.

- Among North American countries, the United States accounted for the highest sales of dairy desserts through retail channels, with supermarkets and hypermarkets holding the largest share. In 2022, supermarkets and hypermarkets accounted for 89.4% of the value share of sales through retail channels. Major supermarkets and hypermarkets, including Walmart, Target, Kroger, and Albertsons, offer various flavors of dairy desserts, along with discounts, coupons, and other gift options, in the North American region.

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Availability of dairy desserts in different formats is growing the market

- The North American dairy desserts market observed growth of 1.36% in its consumption value in 2022 compared to the preceding year, 2021. The growth was associated with consumers' interest in newly-launched dairy desserts in varied flavors, textures, and fat percentages (low and high fat). Among dairy dessert products, ice cream is highly preferred among consumers, with its per capita consumption amounting to 7.86 kg in 2022. To cater to the growth in demand, this industry is expected to rise by 1.97% by 2025.
- The North American dairy desserts market is dominated by the United States, which holds a share of 58.85%. During the review period (2017-2022), the dairy desserts segment recorded a CAGR of 2.62%. It is one of the most extensively consumed dairy products in the US market. In the United States, people eat them regularly as part of their meals. The per capita consumption of cheesecakes was 0.16 kg, while the per capita consumption of ice cream was estimated at 9.87 kg. This growth is related to the higher shelf-life of dairy desserts. Cheesecakes have a shelf-life of 3-5 days, and ice creams have a longer shelf life, which ranges between one and two years, depending on the temperature.
- Dairy desserts are offered in the market through both on-trade and off-trade retailing modes. Supermarkets and hypermarkets are leading the North American retail space with a share of 57%. Some off-trade retailers in North America are 7-Eleven Inc. and Casey's General Stores Inc., which also offer dairy desserts at varied prices. The ice creams range from a base price of USD 2.84 to as costly as USD 45.2.

North America Dairy Desserts Market Trends

The availability of dairy desserts at varied prices and growing demand for sweet treats drive consumption in North America

- In the North American region, there is a rise in demand for sweet treats among consumers. Some of these treats are cheesecakes, mousses, and cakes. In the United States, the per capita consumption of cheesecake was estimated at 0.16 kilograms. Total milk solid components of ice cream include fat and other solids. These milk solids consist of protein and lactose in milk and range from 9% to 12% in ice cream.
- To meet the demand for dairy desserts in the North American region, the region's milk production grew by 2.15% in 2022 compared to 2021. In Mexico, the milk production forecast for 2023 is 13.42 million metric tons, a growth of 2% from 2022, as producers continue to thrive despite both high domestic inflation and feed prices. The growth is also attributed to Mexican dairy producers' continued investment into the advancement of the dairy industry, including in technology, genetics, and management, combined with a sufficient supply of feed and water, which enabled increased yields and production.
- In North America, dairy desserts are available at varied prices (high, medium, and low), promoting the affordability factor for consumers. In North America, ice creams are available at USD 4.97 prices to as high as USD 87.2. Similarly, cheesecakes are offered in the market at USD 2.97, which can go up to USD 120.2. Most preferred dairy desserts in the region include flavors such as vanilla and chocolate. In addition to this, the retailing segment of the North American region is offering products from various brands to increase its consumer base. Some of these brands are Nestle, Dreyer's, and Ben & Berry's.

North America Dairy Desserts Industry Overview

The North America Dairy Desserts Market is fragmented, with the top five companies occupying 29.42%. The major players in this

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market are Blue Bell Creameries LP, Froneri International Limited, Tilamook CCA, Unilever PLC and Wells Enterprises Inc. (sorted alphabetically).

Additional Benefits:

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

Table of Contents:

1 EXECUTIVE SUMMARY & KEY FINDINGS

2 REPORT OFFERS

3 INTRODUCTION

3.1 Study Assumptions & Market Definition

3.2 Scope of the Study?

3.3 Research Methodology

4 KEY INDUSTRY TRENDS

4.1 Per Capita Consumption

4.2 Raw Material/Commodity Production

4.2.1 Milk

4.3 Regulatory Framework

4.3.1 Canada

4.3.2 Mexico

4.3.3 United States

4.4 Value Chain & Distribution Channel Analysis

5 MARKET SEGMENTATION (includes market size in Value in USD and Volume, Forecasts up to 2029 and analysis of growth prospects)

5.1 Product Type

5.1.1 Cheesecakes

5.1.2 Frozen Desserts

5.1.3 Ice Cream

5.1.4 Mousses

5.1.5 Others

5.2 Distribution Channel

5.2.1 Off-Trade

5.2.1.1 By Sub Distribution Channels

5.2.1.1.1 Convenience Stores

5.2.1.1.2 Online Retail

5.2.1.1.3 Specialist Retailers

5.2.1.1.4 Supermarkets and Hypermarkets

5.2.1.1.5 Others (Warehouse clubs, gas stations, etc.)

5.2.2 On-Trade

5.3 Country

5.3.1 Canada

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- 5.3.2 Mexico
- 5.3.3 United States
- 5.3.4 Rest of North America

6 COMPETITIVE LANDSCAPE

- 6.1 Key Strategic Moves
- 6.2 Market Share Analysis
- 6.3 Company Landscape
- 6.4 Company Profiles (includes Global Level Overview, Market Level Overview, Core Business Segments, Financials, Headcount, Key Information, Market Rank, Market Share, Products and Services, and Analysis of Recent Developments).
 - 6.4.1 Agropur Dairy Cooperative
 - 6.4.2 Blue Bell Creameries LP
 - 6.4.3 Dairy Farmers of America Inc.
 - 6.4.4 Froneri International Limited
 - 6.4.5 HP Hood LLC
 - 6.4.6 Prairie Farms Dairy Inc.
 - 6.4.7 Tilamook CCA
 - 6.4.8 Turkey Hill Dairy
 - 6.4.9 Unilever PLC
 - 6.4.10 Van Leeuwen Ice Cream
 - 6.4.11 Wells Enterprises Inc.
 - 6.4.12 Yasso Inc.

7 KEY STRATEGIC QUESTIONS FOR DAIRY AND DAIRY ALTERNATIVE CEOS

8 APPENDIX

- 8.1 Global Overview
 - 8.1.1 Overview
 - 8.1.2 Porter's Five Forces Framework
 - 8.1.3 Global Value Chain Analysis
 - 8.1.4 Market Dynamics (DROs)
- 8.2 Sources & References
- 8.3 List of Tables & Figures
- 8.4 Primary Insights
- 8.5 Data Pack
- 8.6 Glossary of Terms

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