

United States Ice Cream - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2017 - 2029

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Report description:

The United States Ice Cream Market size is estimated at USD 19.03 billion in 2024, and is expected to reach USD 21.76 billion by 2029, growing at a CAGR of 2.72% during the forecast period (2024-2029).

Revitalized stores, enhanced supply chains propel supermarkets and hypermarkets to witness surge in ice cream sales

- In 2020, the on-trade segment was significantly impacted by the COVID-19 pandemic due to lockdowns imposed worldwide. Despite these challenges, US consumers spent an average of 8.6% of their disposable personal income on food in 2020. This amount was split between meals consumed at home (5.0%) and away from home (3.6%). However, restaurants, bars, and casinos had to shut down operations in the country. Therefore, the on-trade sales value of ice cream decreased by 14% in 2020 compared to 2019, with around 32,109 restaurants shutting operations during the pandemic.
- The online retail channel is expected to be the fastest-growing distribution sub-segment in the off-trade segment. It is projected to register a growth value of 13% during 2023-2028 due to the increasing number of smartphone users, which rose by 11 million between 2020 and 2021. Around 45% of the US population browses online websites through mobile devices. The sales of ice cream through online channels increased by 6% during 2018-2021.
- In the off-trade segment, consumers prefer buying ice cream from supermarkets/hypermarkets, as the country is home to a large number of supermarkets. Currently, there are 63,419 supermarkets in the United States. Supermarket sales for ice cream in the United States grew by 3% in terms of value from 2018 to 2021. About 60% of mass players and large national supermarket retailers in the United States invested in 2020 to improve their ability to better personalize promotions and pricing by strategizing on significant price drops, store remodels, and supply chain investments. Several supermarket chains also introduced click-and-collect and delivery services through third-party providers.

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United States Ice Cream Market Trends

The increasing influence of innovative flavors is impacting the consumption of ice cream in the United States

- The increasing preference of consumers for premium ice creams and intercontinental flavors has led to a sharp increase in the per capita consumption of ice cream in the United States during the last decades. In 2022, per capita consumption of ice cream increased by 1.3% compared to the previous year, 2021. Consumers purchase ice cream in large cartons as well as individually wrapped frozen novelties that include ice-cream sandwiches, ice cream cones, chocolate-dipped bars, Klondike bars, and popsicles. Approximately 87% of the US population has ice cream in their freezers at any time, while Sunday is the most common day for them to purchase ice cream.
- Ice creams with low-calorie (150 calories per serving) or no-sugar options compared to regular ice creams have gained popularity among health-conscious consumers. Due to this, regular ice cream consumption experienced a dip of 9% up to 2021, compared to the historical years, while low-fat ice cream consumption increased by 20%. As of 2021, almost 74% of the US population eats ice cream at least once a week, which they also like to eat at home, while 84% of the US population purchased ice cream at grocery stores and ate it at home.
- Popular flavors of ice cream in the United States include vanilla, chocolate, strawberry, butter pecan, and mint chocolate chip. Despite this, chocolate remains the favorite among consumers. In 2021, 17% of US consumers preferred the chocolate flavor, followed by vanilla with 15%, and strawberry and mint chocolate chip with 8% each. Almost half of the consumers bought ice cream in half-gallon containers, and about 23% preferred to buy pints.

United States Ice Cream Industry Overview

The United States Ice Cream Market is moderately consolidated, with the top five companies occupying 41.56%. The major players in this 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

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