

United States Frozen Yogurt Market Report and Forecast 2024-2032

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Report description:

United States Frozen Yogurt Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the United States frozen yogurt market reached a value of USD 361.63 million in 2023. Aided by the increasing consumer demand for healthier dessert alternatives and the rising trend of customisable food options, the market is projected to further grow at a CAGR of 3.5% between 2024 and 2032 to reach a value of USD 493.23 million by 2032.

Frozen yogurt, often touted as a healthier alternative to traditional ice cream, has carved out a significant niche within the U.S. dessert market. Its popularity stems from the product's lower fat content, probiotic benefits, and versatile flavour profile, appealing to health-conscious consumers and those seeking indulgence without compromise.

The United States frozen yogurt market growth is significantly driven by the evolving consumer preferences toward healthier eating habits. With a growing awareness of the nutritional content of foods and their impact on health, consumers are increasingly opting for products that offer both health benefits and taste satisfaction. Frozen yogurt meets these criteria by offering a rich source of calcium, protein, and probiotics, which are known to enhance digestive health.

Another key factor contributing to the United States frozen yogurt market demand is the customisation trend. Frozen yogurt stores offering self-serve options allow customers to personalise their desserts with a variety of toppings, from fresh fruits to nuts and syrups. This level of personalisation, coupled with the experiential aspect of creating one's dessert, has bolstered the popularity of frozen yogurt among consumers of all ages.

According to the United States frozen yogurt market analysis, the technological advancements in frozen yogurt production have also played a crucial role in the market's development. Innovations in freezing technology and flavour formulation have enabled manufacturers to offer a wider range of textures and tastes, further expanding consumer choice. Additionally, advancements in packaging solutions have extended the shelf life of frozen yogurt products, making them more accessible to consumers through retail channels.

The United States frozen yogurt market is set for continued growth from 2024 to 2032, driven by the shifting consumer preferences toward healthier dessert options and the rising trend of customisation. As the market evolves, embracing innovation and adapting to consumer health trends will be key to sustaining growth and competitiveness. The coming years promise to be a

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period of dynamic change for the frozen yogurt industry, as it navigates the challenges and opportunities presented by an increasingly health-conscious consumer base.

Market Segmentation

The market can be divided based on type, flavour, distribution channel, and region.

Market Breakup by Type

- Dairy Based
 - o□ Conventional
 - o□ Lactose Free
- Non-Dairy Based

Market Breakup by Flavour

- Regular
- Flavoured

Market Breakup by Distribution Channel

- Supermarket and Hypermarkets
- Convenience Stores
- Online
- Others

Market Breakup by Region

- New England
- Midwest
- Great Lakes
- Plains
- Southeast
- Southwest
- Rocky Mountain
- Far West

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the United States frozen yogurt market. Some of the major players explored in the report by Expert Market Research are as follows:

- Nestle S.A.
- Unilever Plc
- HP Hood LLC
- Dairy Farmers of America, Inc.
- Danone S.A.
- Lactalis Group
- Wells Enterprises, Inc.
- Menchie's Group, Inc.
- Baskin-Robbins, Inc.
- Red Mango, LLC
- Others

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Table of Contents:

- 1 Preface
- 2 Report Coverage - Key Segmentation and Scope
- 3 Report Description
 - 3.1 Market Definition and Outlook
 - 3.2 Properties and Applications
 - 3.3 Market Analysis
 - 3.4 Key Players
- 4 Key Assumptions
- 5 Executive Summary
 - 5.1 Overview
 - 5.2 Key Drivers
 - 5.3 Key Developments
 - 5.4 Competitive Structure
 - 5.5 Key Industrial Trends
- 6 Market Snapshot
- 7 Opportunities and Challenges in the Market
- 8 North America Frozen Yogurt Market Overview
 - 8.1 Key Industry Highlights
 - 8.2 North America Frozen Yogurt Historical Market (2018-2023)
 - 8.3 North America Frozen Yogurt Market Forecast (2024-2032)
 - 8.4 North America Frozen Yogurt Market Share by Country
 - 8.4.1 United States
 - 8.4.2 Canada
- 9 United States Frozen Yogurt Market Overview
 - 9.1 Key Industry Highlights
 - 9.2 United States Frozen Yogurt Historical Market (2018-2023)
 - 9.3 United States Frozen Yogurt Market Forecast (2024-2032)
- 10 United States Frozen Yogurt Market by Type
 - 10.1 Dairy Based
 - 10.1.1 Historical Trend (2018-2023)
 - 10.1.2 Forecast Trend (2024-2032)
 - 10.1.3 Breakup by Type
 - 10.1.3.1 Conventional
 - 10.1.3.2 Lactose Free
 - 10.2 Non-Dairy Based
 - 10.2.1 Historical Trend (2018-2023)
 - 10.2.2 Forecast Trend (2024-2032)
- 11 United States Frozen Yogurt Market by Flavour
 - 11.1 Regular

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- 11.1.1 Historical Trend (2018-2023)
- 11.1.2 Forecast Trend (2024-2032)
- 11.2 Flavoured
 - 11.2.1 Historical Trend (2018-2023)
 - 11.2.2 Forecast Trend (2024-2032)
- 12 United States Frozen Yogurt Market by Distribution Channel
 - 12.1 Supermarket and Hypermarkets
 - 12.1.1 Historical Trend (2018-2023)
 - 12.1.2 Forecast Trend (2024-2032)
 - 12.2 Convenience Stores
 - 12.2.1 Historical Trend (2018-2023)
 - 12.2.2 Forecast Trend (2024-2032)
 - 12.3 Online
 - 12.3.1 Historical Trend (2018-2023)
 - 12.3.2 Forecast Trend (2024-2032)
 - 12.4 Others
- 13 United States Frozen Yogurt Market by Region
 - 13.1 New England
 - 13.1.1 Historical Trend (2018-2023)
 - 13.1.2 Forecast Trend (2024-2032)
 - 13.2 Mideast
 - 13.2.1 Historical Trend (2018-2023)
 - 13.2.2 Forecast Trend (2024-2032)
 - 13.3 Great Lakes
 - 13.3.1 Historical Trend (2018-2023)
 - 13.3.2 Forecast Trend (2024-2032)
 - 13.4 Plains
 - 13.4.1 Historical Trend (2018-2023)
 - 13.4.2 Forecast Trend (2024-2032)
 - 13.5 Southeast
 - 13.5.1 Historical Trend (2018-2023)
 - 13.5.2 Forecast Trend (2024-2032)
 - 13.6 Southwest
 - 13.6.1 Historical Trend (2018-2023)
 - 13.6.2 Forecast Trend (2024-2032)
 - 13.7 Rocky Mountain
 - 13.7.1 Historical Trend (2018-2023)
 - 13.7.2 Forecast Trend (2024-2032)
 - 13.8 Far West
 - 13.8.1 Historical Trend (2018-2023)
 - 13.8.2 Forecast Trend (2024-2032)
- 14 Market Dynamics
 - 14.1 SWOT Analysis
 - 14.1.1 Strengths
 - 14.1.2 Weaknesses
 - 14.1.3 Opportunities
 - 14.1.4 Threats

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- 14.2 Porter's Five Forces Analysis
 - 14.2.1 Supplier's Power
 - 14.2.2 Buyer's Power
 - 14.2.3 Threat of New Entrants
 - 14.2.4 Degree of Rivalry
 - 14.2.5 Threat of Substitutes
- 14.3 Key Indicators for Demand
- 14.4 Key Indicators for Price
- 15 Competitive Landscape
 - 15.1 Market Structure
 - 15.2 Company Profiles
 - 15.2.1 Nestle S.A.
 - 15.2.1.1 Company Overview
 - 15.2.1.2 Product Portfolio
 - 15.2.1.3 Demographic Reach and Achievements
 - 15.2.1.4 Certifications
 - 15.2.2 Unilever Plc
 - 15.2.2.1 Company Overview
 - 15.2.2.2 Product Portfolio
 - 15.2.2.3 Demographic Reach and Achievements
 - 15.2.2.4 Certifications
 - 15.2.3 HP Hood LLC
 - 15.2.3.1 Company Overview
 - 15.2.3.2 Product Portfolio
 - 15.2.3.3 Demographic Reach and Achievements
 - 15.2.3.4 Certifications
 - 15.2.4 Dairy Farmers of America, Inc.
 - 15.2.4.1 Company Overview
 - 15.2.4.2 Product Portfolio
 - 15.2.4.3 Demographic Reach and Achievements
 - 15.2.4.4 Certifications
 - 15.2.5 Danone S.A.
 - 15.2.5.1 Company Overview
 - 15.2.5.2 Product Portfolio
 - 15.2.5.3 Demographic Reach and Achievements
 - 15.2.5.4 Certifications
 - 15.2.6 Lactalis Group
 - 15.2.6.1 Company Overview
 - 15.2.6.2 Product Portfolio
 - 15.2.6.3 Demographic Reach and Achievements
 - 15.2.6.4 Certifications
 - 15.2.7 Wells Enterprises, Inc.
 - 15.2.7.1 Company Overview
 - 15.2.7.2 Product Portfolio
 - 15.2.7.3 Demographic Reach and Achievements
 - 15.2.7.4 Certifications
 - 15.2.8 Menchie's Group, Inc.

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- 15.2.8.1 Company Overview
 - 15.2.8.2 Product Portfolio
 - 15.2.8.3 Demographic Reach and Achievements
 - 15.2.8.4 Certifications
 - 15.2.9 Baskin-Robbins, Inc.
 - 15.2.9.1 Company Overview
 - 15.2.9.2 Product Portfolio
 - 15.2.9.3 Demographic Reach and Achievements
 - 15.2.9.4 Certifications
 - 15.2.10 Red Mango, LLC
 - 15.2.10.1 Company Overview
 - 15.2.10.2 Product Portfolio
 - 15.2.10.3 Demographic Reach and Achievements
 - 15.2.10.4 Certifications
 - 15.2.11 Others
- 16 Key Trends and Developments in the Market

List of Key Figures and Tables

1. North America Frozen Yogurt Market: Key Industry Highlights, 2018 and 2032
2. United States Frozen Yogurt Market: Key Industry Highlights, 2018 and 2032
3. United States Frozen Yogurt Historical Market: Breakup by Type (USD Million), 2018-2023
4. United States Frozen Yogurt Market Forecast: Breakup by Type (USD Million), 2024-2032
5. United States Frozen Yogurt Historical Market: Breakup by Flavour (USD Million), 2018-2023
6. United States Frozen Yogurt Market Forecast: Breakup by Flavour (USD Million), 2024-2032
7. United States Frozen Yogurt Historical Market: Breakup by Distribution Channel (USD Million), 2018-2023
8. United States Frozen Yogurt Market Forecast: Breakup by Distribution Channel (USD Million), 2024-2032
9. United States Frozen Yogurt Historical Market: Breakup by Region (USD Million), 2018-2023
10. United States Frozen Yogurt Market Forecast: Breakup by Region (USD Million), 2024-2032
11. United States Frozen Yogurt Market Structure

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