

Ice Cream in the US

Market Direction | 2024-07-12 | 29 pages | Euromonitor

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Report description:

After retail volume sales of ice cream in the US saw significant growth during the first year of the pandemic in 2020, the category subsequently saw declining volumes, with this trend set to continue in 2024. This is due to a normalisation of sales as pre-pandemic life has resumed, alongside high inflation. The main exception to the declining trend in 2024 is expected to be ice cream desserts, while multi-pack dairy ice cream and bulk dairy ice cream are set to see fairly stagnant performances.

Euromonitor International's Ice Cream in USA report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Frozen Yoghurt, Impulse Ice Cream, Plant-based Ice Cream, Take-Home Ice Cream, Unpackaged Ice Cream.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Ice Cream market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Table of Contents:

Ice Cream in the US
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List Of Contents And Tables

ICE CREAM IN THE US

KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail value sales rise even as volumes continue to decline

Ice cream desserts capitalises on celebratory occasions

Channel shifts stabilise for ice cream

PROSPECTS AND OPPORTUNITIES

Impact of sustainability on the ice cream cold chain

Frugality anticipated to continue as the cost of living remains high

Ice cream in the age of health and wellness claims

CATEGORY DATA

Table 1 Sales of Ice Cream by Category: Volume 2019-2024

Table 2 Sales of Ice Cream by Category: Value 2019-2024

Table 3 Sales of Ice Cream by Category: % Volume Growth 2019-2024

Table 4 Sales of Ice Cream by Category: % Value Growth 2019-2024

Table 5 Sales of Ice Cream by Leading Flavours: Rankings 2019-2024

Table 6 Sales of Impulse Ice Cream by Format: % Value 2019-2024

Table 7 NBO Company Shares of Ice Cream: % Value 2020-2024

Table 8 LBN Brand Shares of Ice Cream: % Value 2021-2024

Table 9 NBO Company Shares of Impulse Ice Cream: % Value 2020-2024

Table 10 □LBN Brand Shares of Impulse Ice Cream: % Value 2021-2024

Table 11 □NBO Company Shares of Take-home Ice Cream: % Value 2020-2024

Table 12 □LBN Brand Shares of Take-home Ice Cream: % Value 2021-2024

Table 13 □Distribution of Ice Cream by Format: % Value 2019-2024

Table 14 □Forecast Sales of Ice Cream by Category: Volume 2024-2029

Table 15 □Forecast Sales of Ice Cream by Category: Value 2024-2029

Table 16 □Forecast Sales of Ice Cream by Category: % Volume Growth 2024-2029

Table 17 □Forecast Sales of Ice Cream by Category: % Value Growth 2024-2029

SNACKS IN THE US

EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 18 Sales of Snacks by Category: Volume 2019-2024

Table 19 Sales of Snacks by Category: Value 2019-2024

Table 20 Sales of Snacks by Category: % Volume Growth 2019-2024

Table 21 Sales of Snacks by Category: % Value Growth 2019-2024

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Table 22 NBO Company Shares of Snacks: % Value 2020-2024

Table 23 LBN Brand Shares of Snacks: % Value 2021-2024

Table 24 Penetration of Private Label by Category: % Value 2019-2024

Table 25 Distribution of Snacks by Format: % Value 2019-2024

Table 26 Forecast Sales of Snacks by Category: Volume 2024-2029

Table 27 □Forecast Sales of Snacks by Category: Value 2024-2029

Table 28 □Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 29 □Forecast Sales of Snacks by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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