

Commercial Milkshakes and Soft Serve Ice-Creams Market Research Report Information by Commercial (Restaurants, Cafes Fast Food Outlets, Food Truck), BY FLAVOR (Blueberry, Chocolate, Coffee, Strawberry, Vanilla, Other Flavors), By Category (Dairy, Plant-Based), and by Region (North America, Europe, Asia-Pacific, Middle East & Africa, and South America) Market Forecast Till 2032

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Overview of the Market

The market for soft serve ice creams and commercial milkshakes is expected to develop significantly throughout the study period, with a compound annual growth rate (CAGR) of 3.68% for soft serve ice creams and 6.68% for commercial milkshakes. The demand for quick, on-the-go drinks is driven by busy lifestyles and growing consumer demand for tasty, convenient beverages. Additionally, the market for soft serve ice creams and commercial milkshakes is being driven by the growing popularity of plant-based and organic products.

According to an analyst at MRFR Due to people's hectic lifestyles and desire for portable, on-the-go products, the worldwide milkshake industry is expanding. Customers are searching more and more for easy-to-use solutions that can accommodate their busy schedules and help them balance their personal, professional, and familial obligations.

Perspectives on Market Segments

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The global market for commercial milkshakes and soft serve ice creams has been divided into four segments based on type: food trucks, cafes, restaurants, and fast food outlets.

The market for commercial milkshakes and soft serve ice creams has been divided into five segments based on flavor: chocolate, vanilla, strawberry, blueberry, coffee, and others.

The global milkshake market has been divided into two segments based on category: dairy and plant-based.

Regional Perspectives

By Area, North America, Europe, Asia-Pacific, the Middle East & Africa, and Latin America make up the global market for commercial milkshakes and soft serve ice creams. The market for commercial milkshakes and soft serve ice creams in Asia-Pacific held the biggest share in 2024, and throughout the study period, Latin America is anticipated to rise at a substantial compound annual growth rate. The Asia-Pacific area dominated the market for soft serve ice creams and commercial milkshakes because of expanding middle-class desire for quick and decadent culinary options, fast urbanization, and rising disposable incomes.

Demand was further increased by the growth of quick-service restaurant and cafe franchises in nations like China, India, and Japan. Furthermore, the region's young population and the impact of social media greatly influenced consumption patterns, especially among Gen Z and millennials. Both domestic and foreign businesses rapidly grew, using digital channels and regional flavors to cater to a wide range of consumer tastes.

Due to changing consumer lifestyles and rising demand for quick, on-the-go dessert options, the commercial milkshake and soft serve ice cream market in Latin America is anticipated to develop at a substantial compound annual growth rate (CAGR) throughout the study period.

Key Players

MCDONALD'S, KFC, BURGER KING, WENDY'S, TIM HORTONS (RESTAURANT BRANDS INTERNATIONAL INC), DAIRY QUEEN CORPORATION (BERKSHIRE HATHAWAY), BASKIN-ROBBINS, BEN & JERRY'S HOMEMADE HOLDINGS INC, CULVER FRANCHISING SYSTEM, LLC, JOLLIBEE, CKE RESTAURANTS, FIVE GUYS ENTERPRISES, LLC, and others are the market's major players.

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