

United States Ice Cream Market Report and Forecast 2025-2034

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Report description:

The United States ice cream market value is projected to grow at a CAGR of 2.80% between 2025 and 2034. The market is being aided by the growing demand for plant-based ice creams in the country.

United States Ice Cream Market Outlook

The market for ice cream in the United States has been expanding as a result of the increasing consumption of plant-based ice creams. The increasing appeal for dairy-free alternatives can be attributed to the introduction of unique flavours, thereby driving the United States ice-cream market expansion.

In 2022, nearly 10% of all American households purchased plant-based ice creams. A significant market trend is the introduction of low-calorie, sugar-free ice creams for health-conscious consumers that provide the same flavour and texture as mainstream brands. The incorporation of functional ingredients such as probiotics into ice creams is also enhancing their consumer appeal, which is contributing to the United States ice cream market development. Major market players are reimagining ice cream sandwiches and introducing innovative ice cream-based food products to capitalise on the opportunity presented by increasing snack sales, thereby contributing to market expansion.

The Rising Demand for Vanilla and Chocolate Flavours is Driving the United States Ice Cream Market Growth

- In the market from 2025 to 2034, the vanilla flavour is anticipated to experience the highest growth, with a CAGR of 3.1%, due to its sustained appeal among American adults.
- The chocolate flavour is expected to grow at a CAGR of 3.0%. This can be attributed to the significant consumption of cocoa in the country, thereby driving the United States ice cream market expansion.
- The fruit flavour is expected to see steady demand with a CAGR of 2.80%, due to increasing consumer preference for healthy

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eating.

- The speciality flavours are expected to grow at a CAGR of 2.7%, due to the rising consumer demand for novel experiences in ice cream parlours. This is expected to create lucrative United States ice cream market opportunities.
- Others, with a CAGR of 2.5%, are expected to grow steadily, due to the expansion of online retail platforms across the United States.

Premium Ice Cream is Expected to Dominate the United States Ice Cream Market Share in the Forecast Period

- In the market from 2025 to 2034, the premium ice-cream segment is expected to lead with a CAGR of 3.1%, driven by consumers' rising disposable incomes and increasing preference for superior indulgent experiences.
- As per United States ice cream industry analysis, the standard ice-cream segment is expected to grow at a CAGR of 3.0%, due to its sustained demand from the middle-class segment of the US population.
- The soft serve ice-cream segment is expected to grow at a CAGR of 2.80%, due to their low-fat content and smooth texture, which makes them an appealing choice for consumers.
- The non-dairy ice-cream is expected to expand at a CAGR of 2.7% between 2025 and 2034. The increasing producers' awareness regarding lactose intolerance among people is boosting the United States ice cream market revenue.
- The 'others' category, with a CAGR of 2.5%, is expected to witness steady growth, driven by the establishment of new ice cream parlours featuring unique flavours of desserts.

Increasing Consumers' Disposable Incomes Has Emerged as One of the Major United States Ice Cream Market Trends

- In the market from 2025 to 2034, the Far West region is expected to lead with the highest CAGR of 3.2%. The introduction of unique ice cream flavours, such as pistachio and Japanese green tea is shaping the United States ice cream market dynamics and trends.
- The Rocky Mountain region follows with a CAGR of 3.0%, due to the proliferation of digital retail platforms providing a wide range of options for frozen desserts. This is expected to contribute to the United States ice cream market expansion.
- The Southwest, with a CAGR of 2.9%, benefits from the increasing consumption of comfort food items among people.
- The Southeast, growing at a CAGR of 2.7%, shows steady growth in the demand for ice cream products due to rising preference for desserts among younger consumers.
- New England and the Mideast regions exhibit substantial growth with CAGRs of 2.6% and 2.4%, respectively, reflecting strong consumer demand for premium and artisanal ice-creams.
- The United States ice cream market regional insights show that the Plains and Great Lakes regions, with CAGRs of 2.2% and 2.1%, respectively, are expected to grow steadily. This can be attributed to the rising consumer appeal for local flavours in frozen desserts, including ice creams.

Key Questions Answered in the Report:

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- How has the United States ice cream market performed historically, and what are the growth expectations for the future?
- What are the primary factors influencing demand and growth in the United States ice cream market?
- What are the key segments within the United States ice cream market, and how are they expected to evolve over the forecast period?
- What are the major challenges and opportunities facing stakeholders in the United States ice cream market?
- Who are the key players in the United States ice cream market, and what strategies are they employing to maintain a competitive edge?
- What are the regulatory and policy factors influencing the United States ice cream market globally or regionally?
- How competitive is the United States ice cream market according to Porter's five forces analysis, including factors like bargaining power of buyers and suppliers?
- What are the current trends shaping the United States ice cream market landscape, and how are they expected to evolve in the future?
- How are technological advancements impacting the United States ice cream market, and what role do innovation and R&D play in driving growth?
- What are the consumer preferences and buying behavior trends influencing the United States ice cream market?
- How sustainable are current growth rates in the United States ice cream market, and what factors could potentially disrupt these trends?
- What are the regional dynamics within the United States ice cream market, and how do they contribute to overall market growth?
- What are the economic factors influencing the United States ice cream market, such as GDP growth, inflation rates, and currency fluctuations?
- How are demographic shifts, such as aging populations or urbanization trends, affecting demand in the United States ice cream market?
- What are the key strategic partnerships, mergers, and acquisitions shaping the competitive landscape of the United States ice cream market?
- What are the regulatory and legal frameworks impacting the United States ice cream market globally or in key regions?
- How are changing consumer lifestyles and preferences influencing product or service demand within the United States ice cream market?
- What are the emerging market trends and niche opportunities within the United States ice cream market that stakeholders

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should be aware of?

- How resilient is the United States ice cream market to external shocks or disruptions, such as geopolitical tensions or natural disasters?
- What are the potential barriers to market entry and growth for new players in the United States ice cream market?

Key Benefits for Stakeholders:

Expert Market Research's industry report provides a comprehensive quantitative analysis of various market segments, historical and current market trends, and forecasts the dynamics of the United States ice cream market spanning from 2018 to 2034.

The research report delivers up-to-date insights into the market drivers, challenges, and opportunities shaping the United States ice cream market.

Stakeholders can leverage Porter's five forces analysis to assess the impact of new entrants, competitive rivalry, supplier power, buyer power, and the threat of substitution. This analysis aids in evaluating the competitiveness and attractiveness of the United States ice cream market.

The competitive landscape section enables stakeholders to gain a deep understanding of their competitive environment. It offers insights into the current market positions of key players, their strategies, and their market shares.

Additionally, the report highlights emerging trends, regulatory influences, and technological advancements that are pivotal for stakeholders navigating the United States ice cream market landscape.

Key Highlights of the Report

Historical and Forecast Trends, Industry Drivers and Constraints, Historical and Forecast Market Analysis by Segment:

- Type
- Flavor
- Region

- Premium Ice Cream
- Standard Ice Cream
- Soft Serve Ice Cream
- Non-Dairy Ice Cream
- Others

- Vanilla
- Chocolate
- Fruit Flavors
- Specialty Flavors
- Others

- New England
- Mideast

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- Great Lakes
- Plains
- Southeast
- Southwest
- Rocky Mountain
- Far West

- SWOT?Analysis
- Porter's Five Forces?Analysis
- Key Indicators for Demand
- Key Indicators for Price

- Market Structure
- Company Profiles_x000D_x000D_ Company Overview_x000D_ Product Portfolio_x000D_ Demographic Reach and Achievements_x000D_ Certifications_x000D_x000D_

- Market Structure
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- Unilever
- Nestle
- General Mills
- Haagen-Dazs
- Breyers
- Others

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