

Ice Cream and Frozen Novelties - US - July 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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"While more than half of frozen treat buyers express the importance of product price in their purchase decision, flavor rules. In practice, gelato (with its corresponding higher price point) has driven growth in the category in recent years."

– Beth Bloom, Food and Drink Analyst

This report looks at the following areas:

- Why the slowdown in ice cream and frozen novelty sales?
- What are growth opportunities in the ice cream and frozen novelties category?
- How strong is the demand for non-dairy frozen treats?

Gelato (sales of which are counted among the ice cream segment) has kept the segment, and thus the category overall, afloat in recent years. Appealing to consumer interest in flavor innovation and product quality (which outweighs price consciousness to some extent), these pricier offerings have kept dollar sales steady despite decreased consumer participation in the category.

A concern over health leads the reasons for cutting back.

Keeping products in line with the health interests of consumers, allowing for responsible indulgence (including smaller package size and the use of natural ingredients) will be one means of stemming future declines.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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