Ice Cream and Frozen Desserts in the U.S.: Opportunities in Retail and Foodservice, 8th Edition

Description:

In the mature U.S. marketplace for ice cream and frozen desserts competition for consumer loyalty is fierce. With nine out of ten households already purchasers of frozen desserts, manufacturers and foodservice operators are faced with the challenge of winning share within the existing consumer base rather than bringing additional customers to the market. Further, whether a company is a global marketer or a local startup, side-by-side inside the freezer case they are on an equal footing for the shopper's attention. So, too, for foodservice operators, whether they part of a global chain or an independent standalone shop.

Opportunities for growth are hard-won in this stable market. This is not to say, however, that surprising new products are not welcomed, celebrated and, most importantly, rewarded with sales. The trick, of course, is to figure out what will make one's brand stand out from the crowd, impressing frozen dessert consumers who have a multitude of choices. Will it be more Greek-style frozen yogurt? Hispanic frozen novelties? More exotic flavors or new delivery systems?

Packaged Facts' Ice Cream and Frozen Desserts in the U.S.: Opportunities in Retail and Foodservice, 8th Edition, picks up where the 7th Edition left off, examining changes that have taken place over the past two years in the competitive environment while also providing a basic review of market dynamics. The report examines market size and drivers, new product introductions, the competitive efforts of key players in both the retail and foodservice sectors, advertising and promotional activities, the use of social media, and consumer trends.

Methodology and Sources

The information contained in this report was obtained from both primary and secondary research. Primary research entailed in-depth, on-site examinations of retail and foodservice channels and interviews with industry participants. Secondary research entailed data-gathering from relevant trade and business sources. These sources include IRI's InfoScan Reviews scanner data tracking retail sales through U.S. supermarkets and grocery stores, drugstores, and mass merchandisers (including Target and Walmart) with annual sales of $2 million; print and trade publications such as Dairy Foods, Nation's Restaurant News and DairyReporter.com; industry associations such as the International Dairy Foods Association; annual reports, 10Ks, and other financial releases from public companies; government data; and other reports by Packaged Facts.

The consumer data in this report are derived from two sources. One is a Packaged Facts national online consumer survey conducted in January/February 2014, which reflects a panel of 2,000 U.S. adults (age 18+) that is balanced to the national population on the primary demographic measures of gender, age bracket, race/ethnicity, geographic region, marital status, presence or absence of children in the household, and household income. Another source of consumer data is the Simmons National Consumer Survey for Summer 2013 and Fall 2013 from Experian Marketing Services.

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