
Description:
Ice-creams and frozen desserts are frozen foods traditionally eaten as snacks and desserts. Most of the ice-creams are usually prepared from dairy products such as cream and milk. Sweeteners, stabilizers, preservatives, flavors, colors and emulsifiers are added to enhance the taste and shelf-life of these products. Various cultures in the world have different varieties of ice creams and frozen desserts popular in their countries, for instance, Gelato and Kulfi are popular traditional frozen delicacies in Italy and India respectively. Nowadays ice-cream novelties and artisanal ice-creams exhibit higher growth as ice-cream manufacturers strive for product innovation for new customer acquisition.

North America Ice-creams and frozen desserts market exhibit a stable growth of 1.5% in the forecast period 2015-2020. Slowdown in the U.S. and Canada markets is estimated in the coming years owing to the aging population and saturated market. Mexico on the other hand has a very young demographic but its growth is restrained owing to unfavourable climatic conditions Gelato and frozen yoghurt exhibit strong growth owing to rising consumer awareness. Manufacturers are introducing new flavors and innovative packaging capture market share.

This report segments the North America Ice-creams and frozen desserts market by type and by channel with focus on the major economies of U.S., Canada and Mexico. Packaged ice-creams and frozen desserts market covers major categories like ice-cream and frozen novelties and other categories such as yoghurt, gelato and frozen custard. The report throws light on the major distribution channels such as supermarkets, hypermarkets, department stores, convenience stores, kiosk, ice-cream specialty shops and mobile vendors.

The prominent players are:
- Unilever
- Nestle
- David Chapman Ice Cream Ltd

Contents:
1. North America: Macroeconomic Snapshot
2. North America Ice-creams and Frozen Desserts Market Overview
   2.1. Scope of Study
   2.2. Definitions
3. Executive Summary
   4.1. Market share Analysis
      4.1.1. U.S.
      4.1.1.1. Nestle and Unilever lead the market owing to wider distribution network
      4.1.2. Canada
      4.1.2.1. Nestle leads the market with success of its Haagen Dazs brand
      4.1.3. Mexico
4.1.3.1. Grupo Herdez dominates the yoghurt segment

4.1.4. Others

4.2. Competitive Developments

4.2.1. Licensing, Mergers, Acquisitions, Joint Ventures, Collaborations and Treaties

4.2.1.1. Grupo Herdez S.A.B. de C.V acquired Grupo Nutrisa to create a diverse portfolio

4.2.1.2. Talenti Gelato and Sorbetto acquired by Unilever to widen its gelato range

4.2.2. Companies launch new product ranges

4.2.2.1. Haagen Dazs introduced artisan ice-cream collection in early 2015

4.2.2.2. Unilever introduced Magnum Infinity ice-cream bars in U.S. in 2014

4.3. Consumer Insights

4.3.1. Chocolate, Vanila, Caramel and Fudge flavors hit among Americans

4.3.2. Savory flavors in ice-cream and ice-cream novelties exhibit strong growth

5. North America Ice-creams and Frozen Desserts Market - By Type

5.1. Introduction

5.2. Ice-cream

5.2.1. Innovative flavors to drive the growth of ice-cream consumption

5.3. Gelato

5.3.1. High growth exhibited owing to strong demand for artisanal ice-creams

5.4. Frozen Custard

5.5. Frozen Yoghurt

5.5.1. Women and college graduates are the key customers

5.6. Frozen Novelties

5.6.1. Households with children are more inclined to buy frozen novelties

5.7. Sorbet and others


6.1. Supermarkets/Hypermarkets

6.1.1. Supermarkets lead the retail sales owing to offering of different varieties

6.2. Convenience Stores

6.3. Department Stores

6.4. Kiosk

6.4.1. Wide availability of kiosks ensures high penetration of ice-creams and frozen desserts
6.5. Specialty Ice-cream shops
6.5.1. Big chains such as Ben and Jerry and Cold stone creamery dominate the market
6.6. Mobile vendors
6.7. Others
7.1. Introduction
7.2. U.S.
7.3. Canada
7.3.1. Aging population and adverse climate has led to decline in consumption of ice-cream
7.4. Mexico
7.4.1. Frozen yoghurt segment exhibits strong growth
7.5. Others
8.1. Blue Bell Creameries
8.2. ConAgra Foods
8.3. David Chapman's Ice Cream Limited
8.4. Herdez SA de CV
8.5. Kroger Inc.
8.6. Mars Inc.
8.7. Nestle SA
8.8. Rich Products Corporation
8.9. Unilever Group
8.10. Wells Enterprises Inc.
9. Appendix
9.1. Abbreviations
9.2. Sources
9.3. Research Methodology
9.4. Disclaimer

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3501566/
Order by Fax - using the form below
Order by Post - print the order form below and send to
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Web Address: http://www.researchandmarkets.com/reports/3501566/
Office Code: SCH31VFP

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - 1 - 5 Users:</td>
<td>USD 4650</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License:</td>
<td>USD 5250</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td>USD 8050</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof
First Name: ____________________________________________ Last Name: ____________________________________________
Email Address: * ______________________________________
Job Title: ____________________________________________
Organisation: __________________________________________
Address: _____________________________________________
City: _________________________________________________
Postal / Zip Code: _____________________________________
Country: ______________________________________________
Phone Number: _________________________________________
Fax Number: __________________________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: _______________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World