
Description: The “State of the Industry” reports are concise, yet detailed studies filled with priceless data, forecasts, and objective analysis. The amount of valuable data and analysis in this report far outweighs its cost and is well worth the investment.

Depending on the topic, State of the Industry reports include historical, current, and future sales data; drivers of market growth; consumer data; a summary of the leading companies; distribution channels, foreign trade, and other relevant data and analysis. This information is a vital part of any successful business plan.

Report Benefits:
- Valuable Data
- Insightful Analysis
- Forecasts to Help Plan
- Save Time and Money
- Reasonably Priced

Contents:
Written Analysis (31 pages):
Drivers of Industry Growth
Health Trends Reshape the Marketplace
New Flavors and Ethnic Varieties Boost Demand
Frozen Yogurt Struggles to Maintain Upward Sales Trend
Gelato and Other Ice Cream Alternatives Gain Popularity
Organic and Natural Ice Cream and Frozen Desserts
Economy's Impact on Sales
U.S. Apparent Consumption
Imports and Exports
U.S. Shipments
Production Trends Reveal Most Popular Products
Producer Prices Impacted by Higher Quality Ingredients
Per Capita Consumption Trends
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Retail Sales and Market Shares
Demographic Trends for Expenditures on Ice Cream and Frozen Desserts
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