

Ice Cream - US - August 2003 (\$2995.00)

The U.S. ice cream market, estimated to exceed \$8.7 billion in 2003, is in an enviable position. Ice cream is an American food icon, and it is a treat that crosses so many demographic groups that, in a recent survey, 93% said that their household consumes some form of ice cream product.

Some segments in the market are more active than others. The low fat/nonfat area, which began declining in the mid-1990s, has seen some recovery since 2001, but has not yet come at the expense of more indulgent types of ice cream. The novelty market continues to grow, and even the smaller frozen yogurt and sherbet segments are showing more promise. In spite of a soft economy, the ice cream market has continued on a steady trajectory of slow but upward growth, due to aggressive product launches and consumer desire for indulgent treats.

Among the key issues covered in this report are children as a primary market driver, brand loyalty, and novelty versus traditional ice cream products. Original consumer research examines attitudes and behavior by age, gender, ethnic and economic groups, while a six-year trend analysis predicts future growth in the ice cream market.

Research data and analysis answer questions such as:

- Who prefers to eat ice cream at ice cream shops such as Baskin Robbins rather than at home?
- Which consumer groups think there are too many ice cream flavors on the market?
- Who chooses pure indulgence over healthier ice cream alternatives?
- How have convenience stores increased ice cream sales?

This report examines the U.S. market for ice cream and frozen novelty products purchased for home consumption. It does not include ice cream and frozen novelty products purchased for on-the-go eating from roadside stands, concessions, vending machines or kiosks. Also excluded is ice cream purchased from ice cream shops, soda fountains, fast-food restaurants or other eateries, which may be intended for either on-the-go eating or for at-home consumption.

This report contains US IRI InfoScan data. Report contents may be subject to change prior to the date of publication.

A number of U.S. reports covering related sectors have been published, are planned, or are in preparation, including:

- Yogurt, consumer intelligence--U.S. Report, June 2003
- Milk, consumer intelligence--U.S. Report, April 2003
- Frozen Snacks, consumer intelligence--U.S. Report, October 2002
- Frozen Desserts, consumer intelligence--U.S. Report, July 2002
- Kids and Teens Eating Habits, consumer intelligence--U.S. Report, April 2002
- Ingredient Trends, consumer intelligence--U.S. Report, October 2001
- Cookies, consumer intelligence--U.S. Report, July 2001