



Freedonia Focus Reports
US Collection

Ice Cream & Frozen Desserts: United States

June 2021



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About This Report

Scope

This report forecasts to 2021 and 2025 US ice cream and frozen dessert demand in billion pounds and in nominal US dollars at the manufacturer level. Total shipments in nominal US dollars at the manufacturer level are also forecast to 2025. Total demand in pounds is segmented by product in terms of:

- regular ice cream
- reduced fat and nonfat ice cream
- water and juice ices
- frozen yogurt
- sherbet
- other frozen dairy such as custard, frozen pet treats, gelato, and pudding-based novelties

To illustrate historical trends, total demand in pounds and in dollars, total shipments in dollars, the various segments in pounds, and trade in dollars are provided in annual series from 2010 to 2020.

Non-dairy frozen desserts such as cakes and pies are excluded from the scope of this report. Ice cream data in pounds, provided by the USDA, do not include non-dairy ice cream. Data in dollars includes all ice cream types including non-dairy. In addition, data in dollars excludes the soft serve ice cream made in ice cream shops. Re-exports of ice cream and frozen desserts are excluded from demand and trade figures.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading companies, are covered in this report. A full outline of report items by page is available in the Table of Contents.

Sources

Ice Cream & Frozen Desserts: United States (FF10043) represents the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental and non-governmental organizations
- licensed national consumer data
- trade associations and their publications

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- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 8 | NAICS & SIC Codes Related to Ice Cream & Frozen Desserts

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
311514	Dry, Condensed, and Evaporated Dairy Product Manufacturing	2023	Dry, Condensed, and Evaporated Dairy Products
311520	Ice Cream and Frozen Dessert Manufacturing	2024	Ice Cream and Frozen Desserts
424430	Dairy Product (except Dried or Canned) Merchant Wholesalers	5143	Dairy Products, except Dried or Canned

Source: US Census Bureau

Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term

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historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

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Cheese: United States

Dairy Products: United States

Fast Food: United States

Food Carryout & Delivery: United States

Food Processing Machinery: United States

Food Retail: United States

Frozen Foods: United States

Frozen Food Packaging: United States

Fruit Beverages: United States

Pet Food: United States

Snack Foods: United States

Yogurt: United States

Freedonia Custom Research

Trade Publications

Dairy Foods

Dairy Reporter

Food Business Review

Food Technology

Progressive Grocer

Supermarket News

Agencies & Associations

American Dairy Products Institute

International Dairy Foods Association

National Ice Cream Retailers Association

Simmons National Consumer Survey

United States Census Bureau

United States Department of Agriculture

United States Food and Drug Administration

United States International Trade Commission