

DOSSIER

Frozen desserts in the U.S.

Frozen desserts in the U.S.

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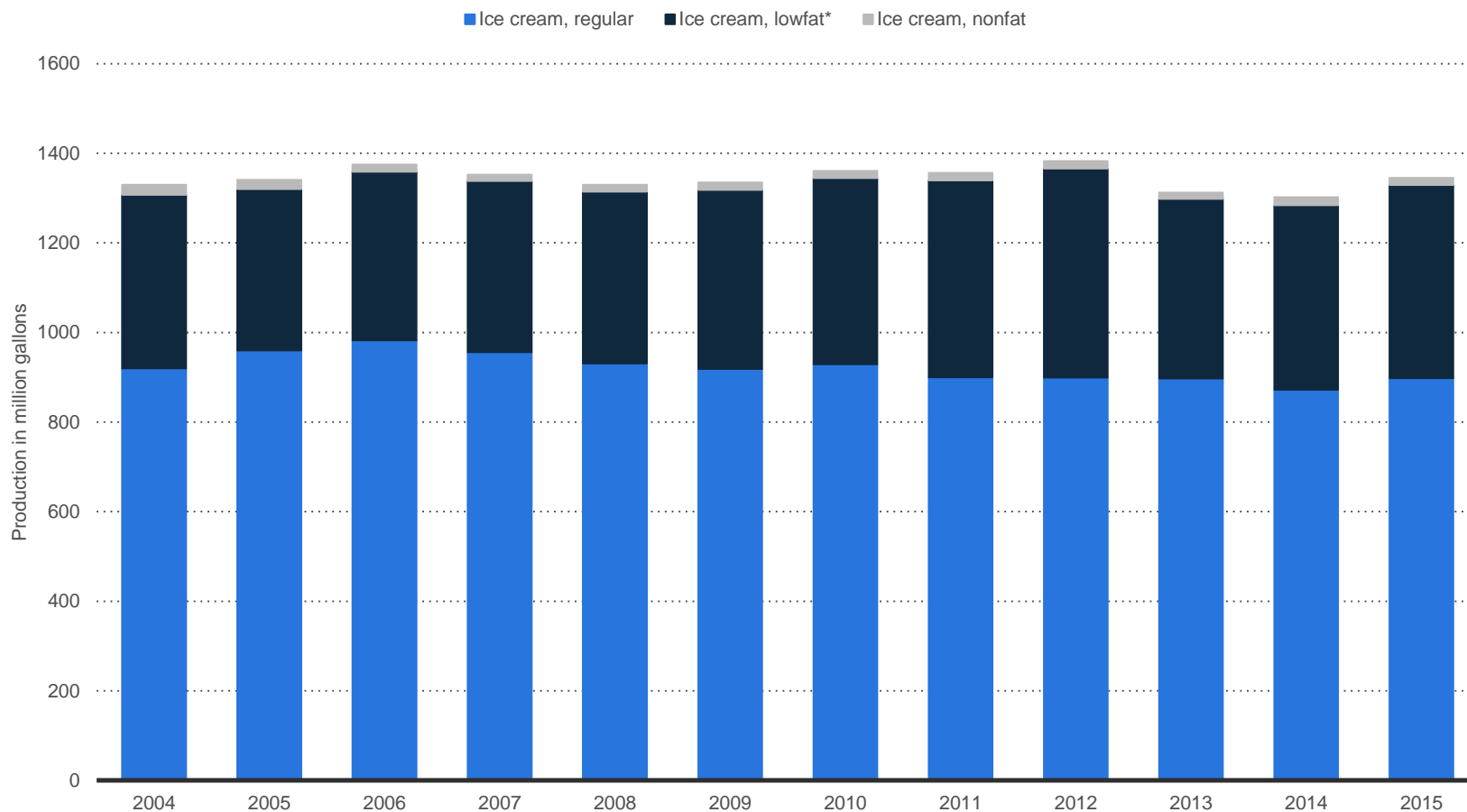
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Frozen desserts in the U.S.

Production

Ice cream production in the U.S. by fat content 2004-2015

Quantity of ice cream produced in the United States from 2004 to 2015, by fat content (in million gallons)



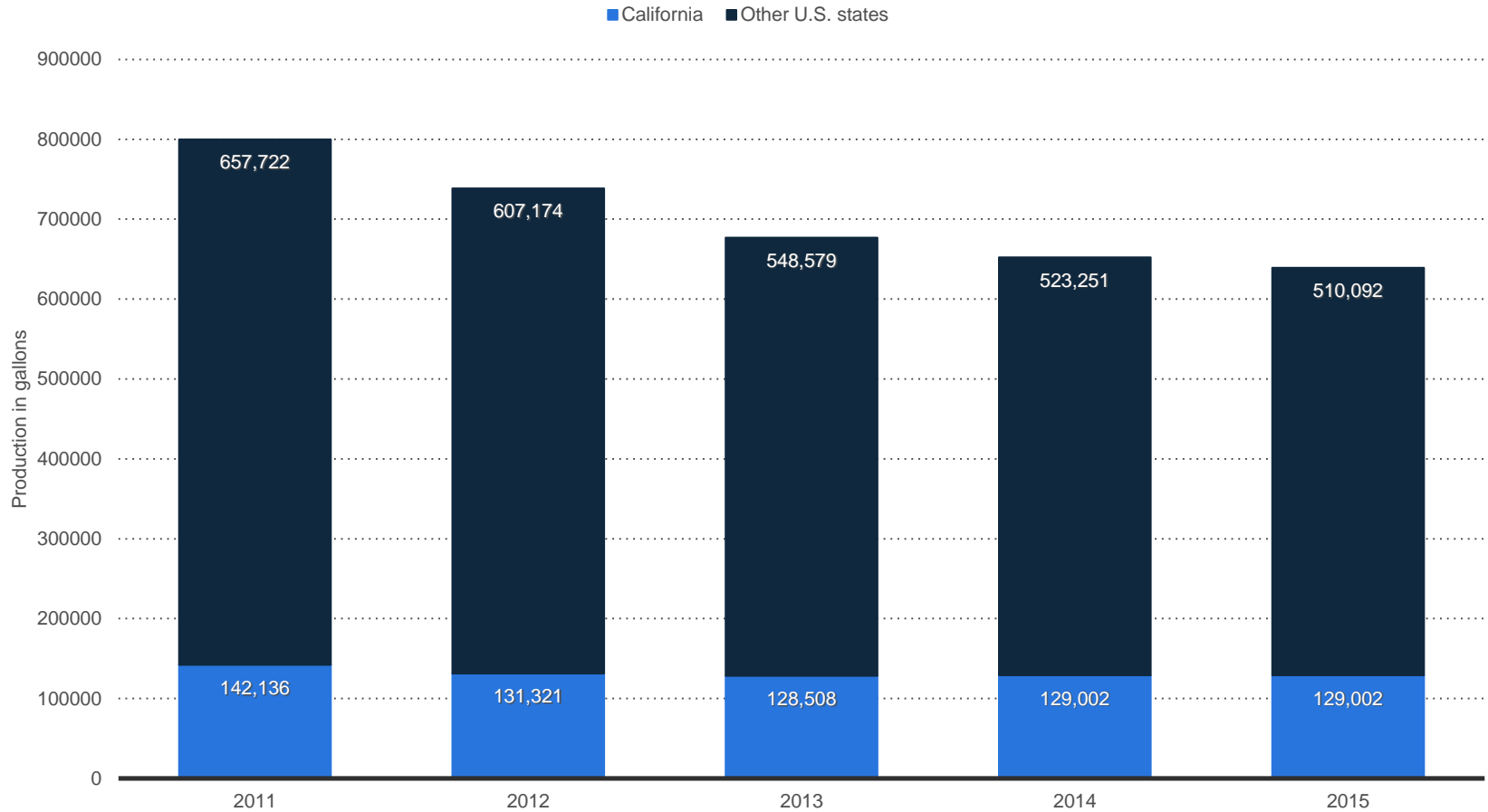
Note: United States; 2004 to 2015

Further information regarding this statistic can be found on [page 44](#).

Source: US Department of Agriculture; Economic Research Service; [ID 195755](#)

Ice cream production in California and other U.S. states 2011-2015

Ice cream production in California and other U.S. states from 2011 to 2015 (in gallons)*



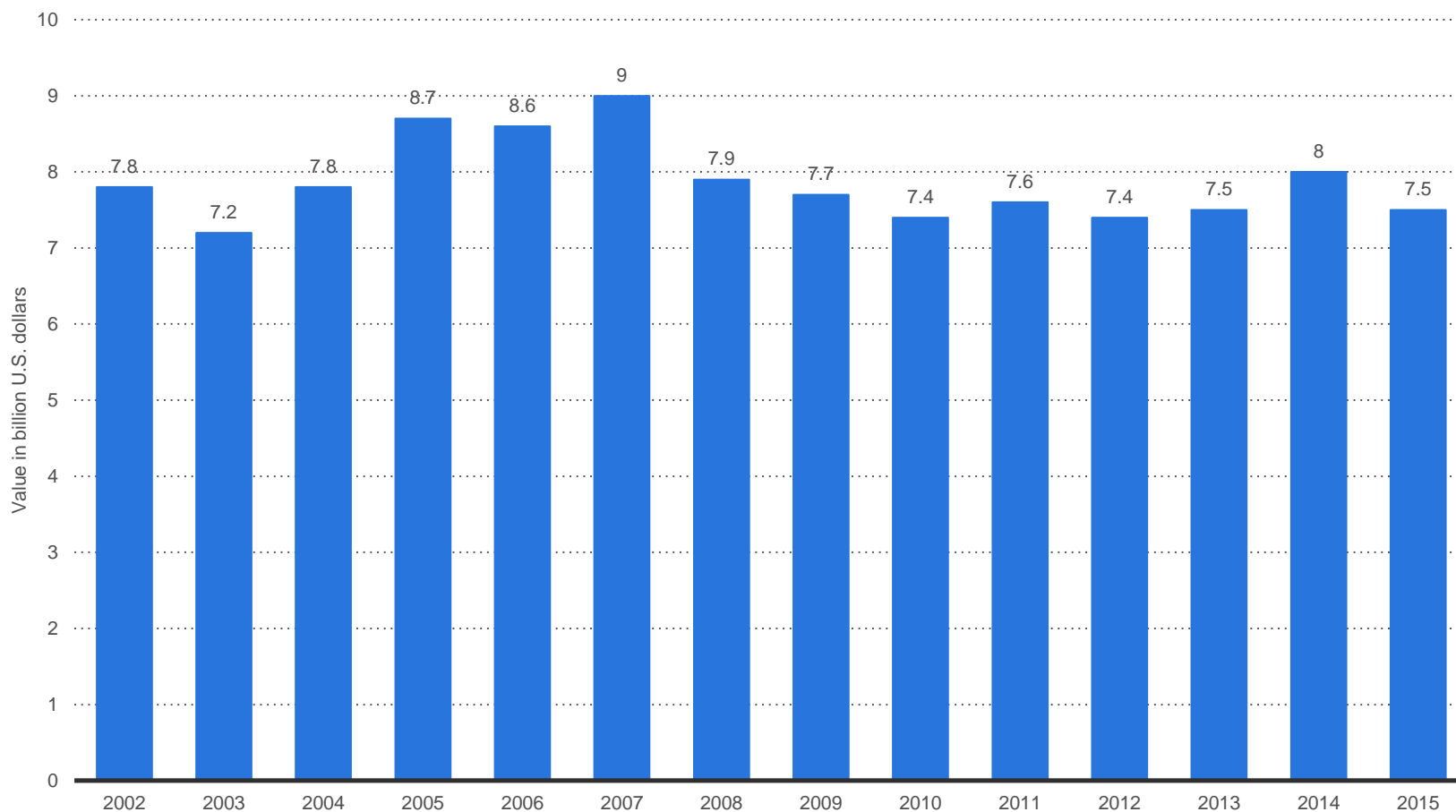
Note: United States; 2011 to 2015

Further information regarding this statistic can be found on [page 45](#).

Source: US Department of Agriculture; Economic Research Service; [ID 256278](#)

U.S. product shipment value of ice cream and frozen desserts 2002-2015

Value of product shipments of ice cream and frozen desserts in the United States from 2002 to 2015 (in billion U.S. dollars)



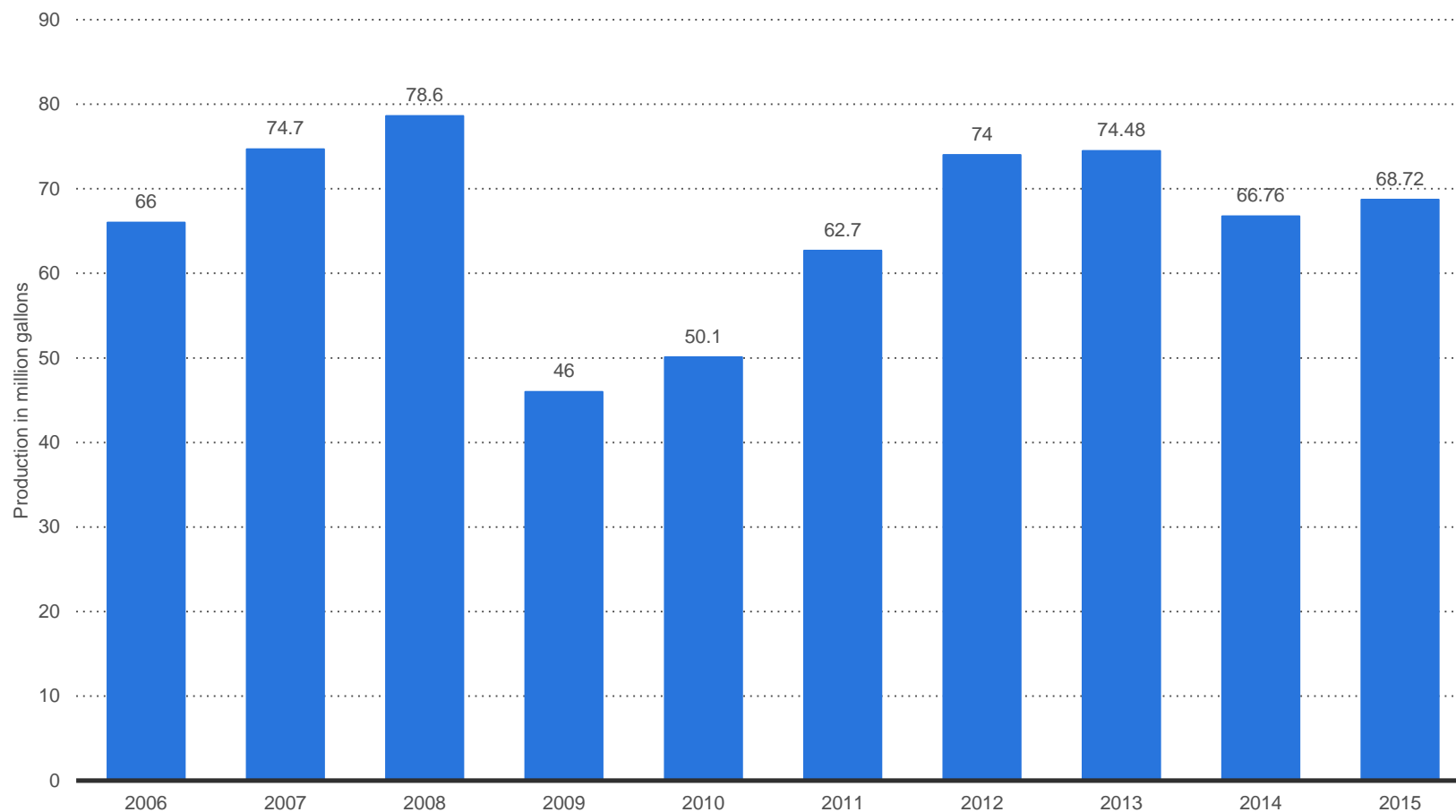
Note: United States; 2002 to 2015

Further information regarding this statistic can be found on [page 46](#).

Source: US Census Bureau; [ID 186099](#)

Frozen yogurt production in the U.S. 2006-2015

Quantity of frozen yogurt produced in the United States from 2006 to 2015 (in million gallons)



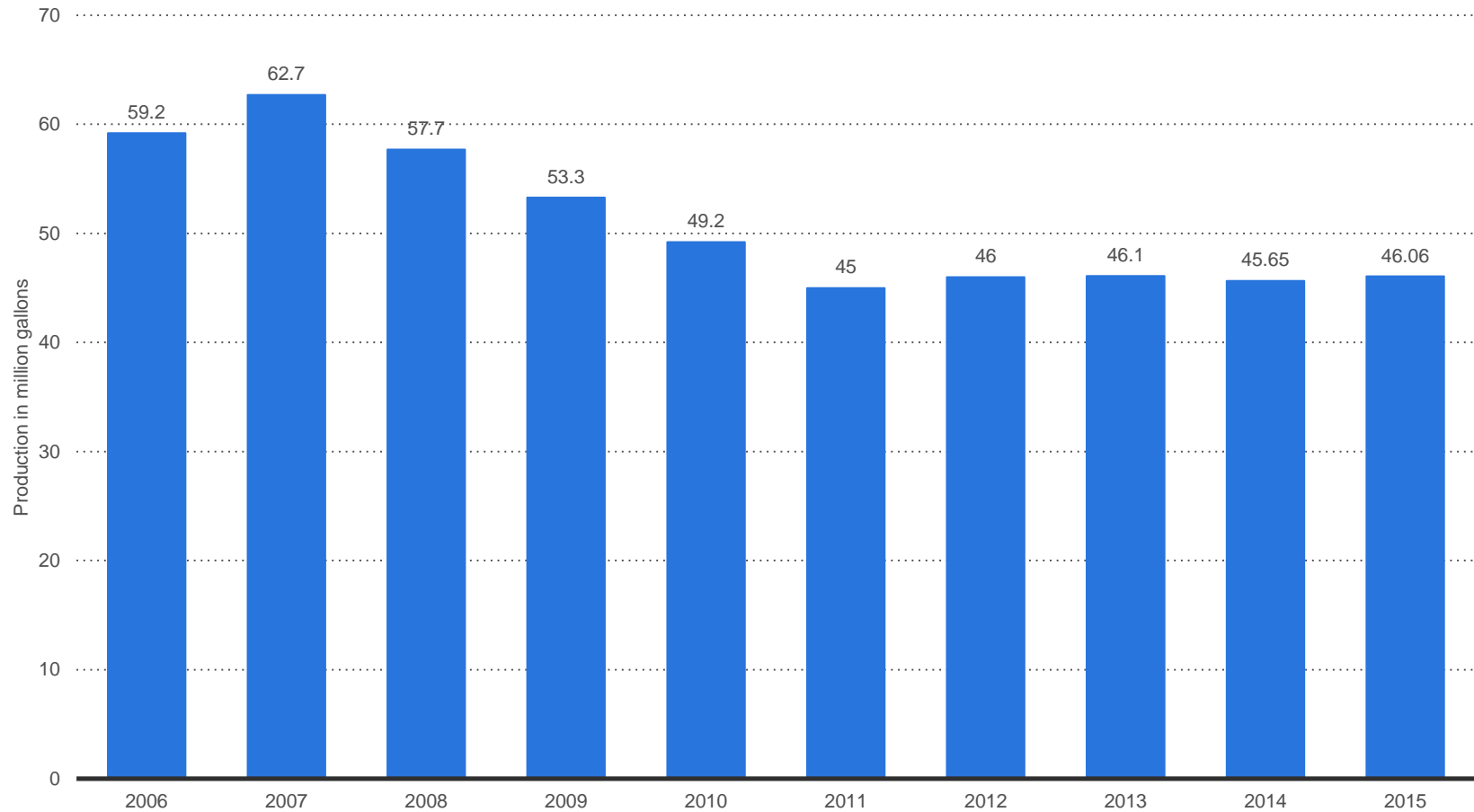
Note: United States; 2006 to 2015

Further information regarding this statistic can be found on [page 47](#).

Source: US Department of Agriculture; Economic Research Service; [ID 255016](#)

Sherbet production in the U.S. 2006-2015

Quantity of sherbet produced in the United States from 2006 to 2015 (in million gallons)



Note: United States; 2006 to 2015

Further information regarding this statistic can be found on [page 48](#).

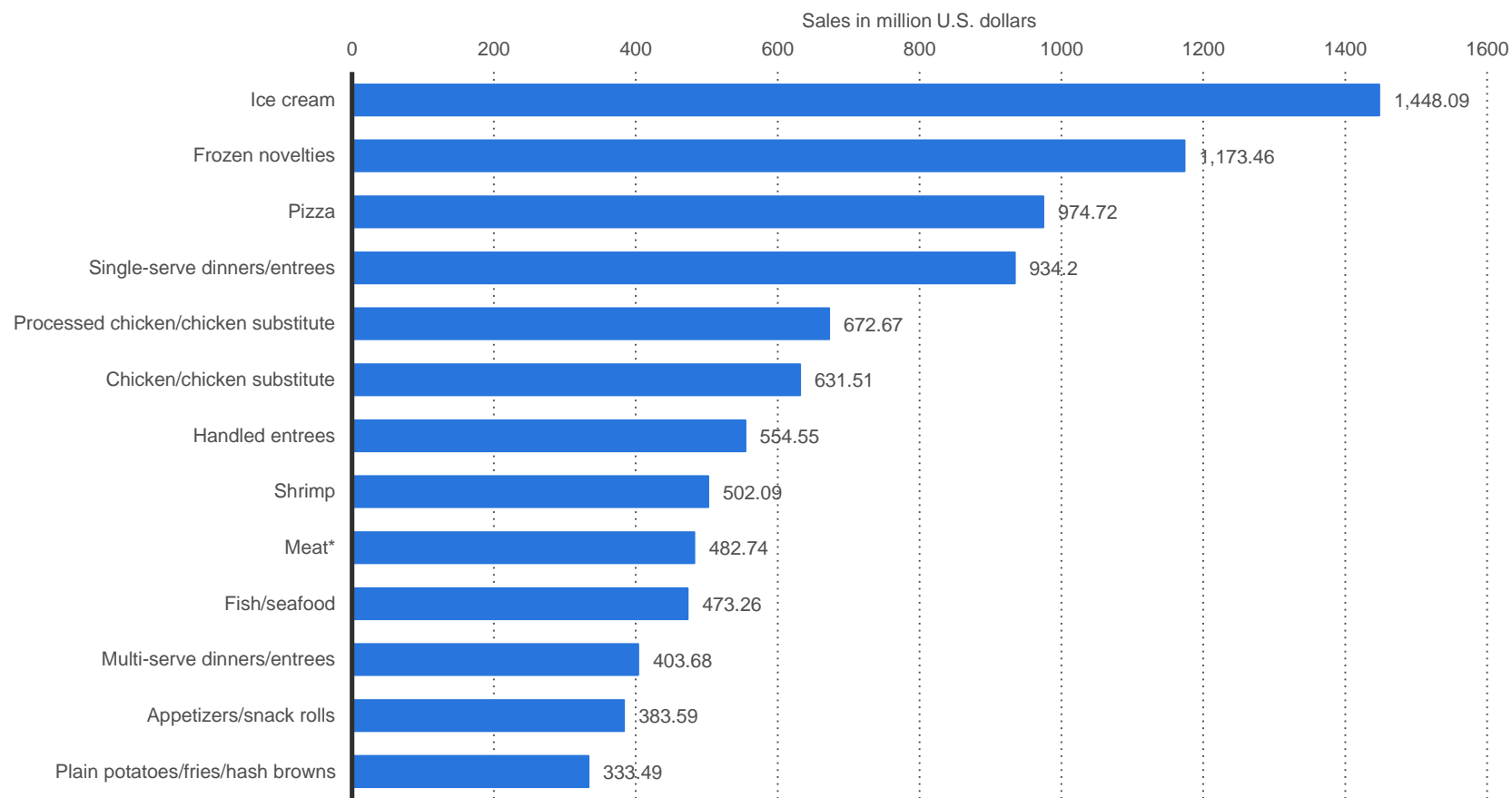
Source: US Department of Agriculture; Economic Research Service; [ID 255023](#)

Frozen desserts in the U.S.

◆ **Retail overview**

Frozen food market: sales in the U.S. 2016, by product category

Frozen food sales in the United States in 2016, by product category (in million U.S. dollars)



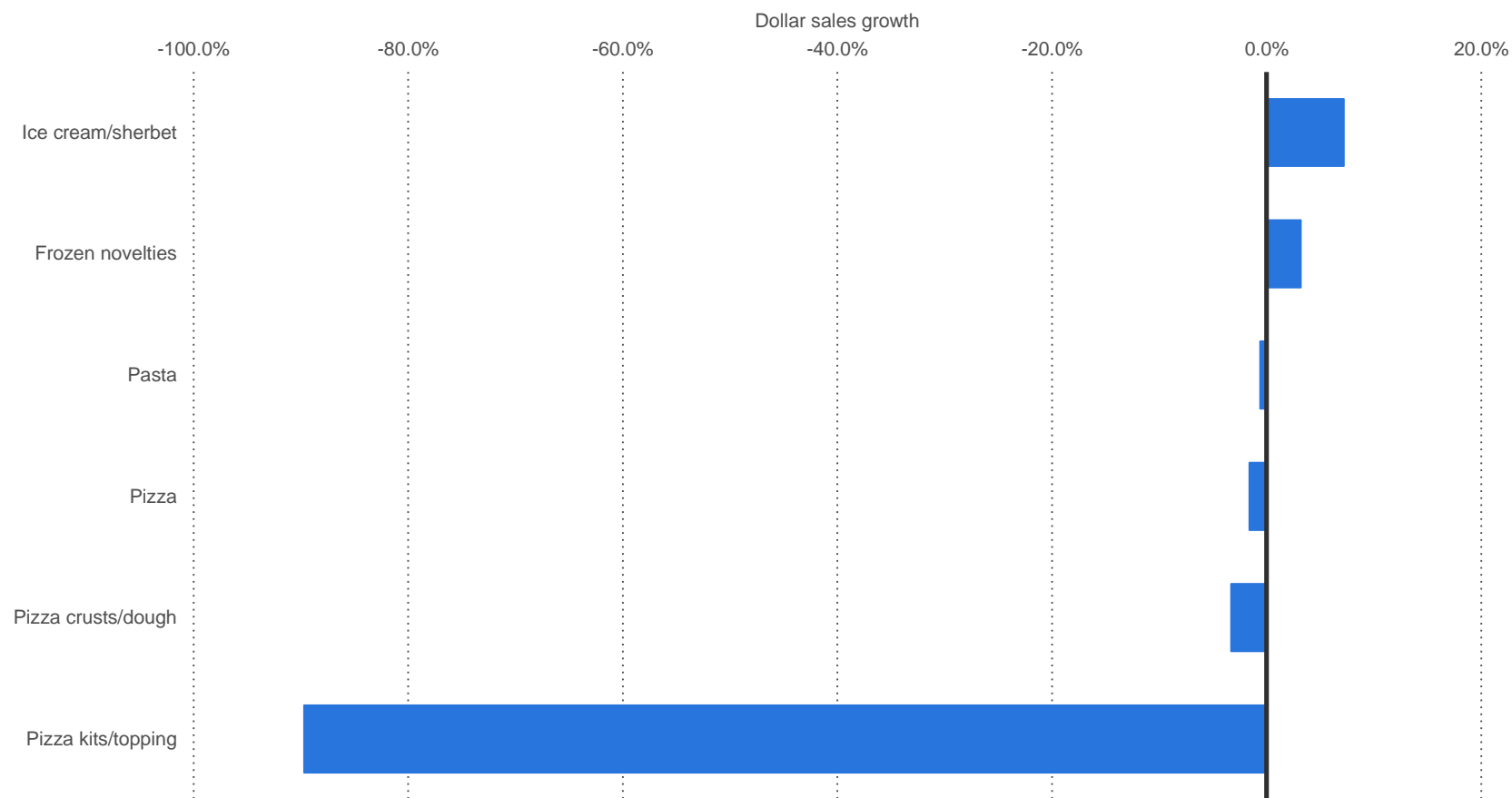
Note: United States; 12 weeks ended August 7, 2016

Further information regarding this statistic can be found on [page 49](#).

Source: Frozen & Refrigerated Buyer; IRI; [ID 253370](#)

Frozen food market: dollar sales growth in the U.S. 2016, by product category

Frozen food dollar sales growth in the United States in 2016, by product category



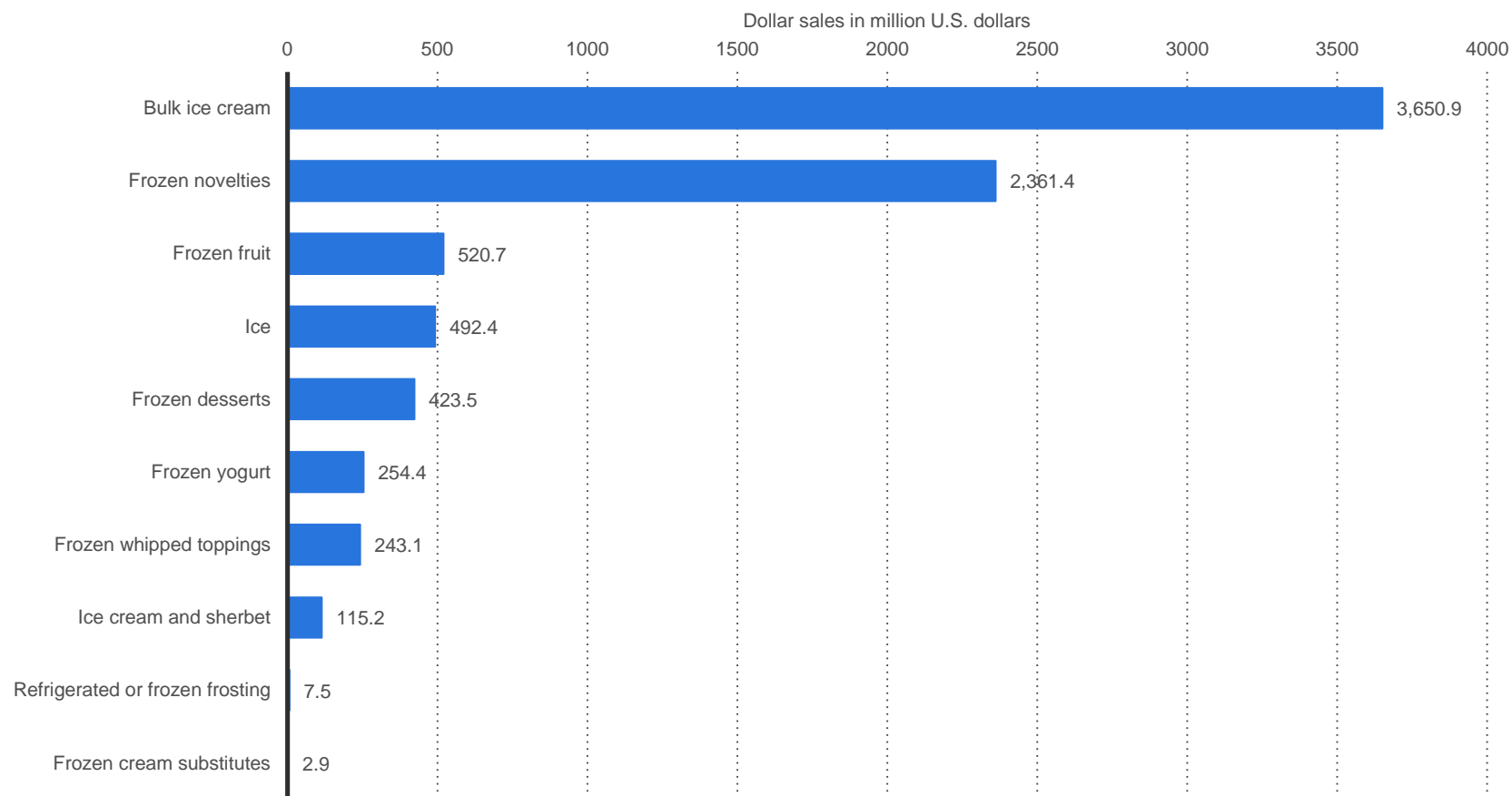
Note: United States; 12 weeks ended August 7, 2016

Further information regarding this statistic can be found on [page 50](#).

Source: IRI; Frozen & Refrigerated Buyer; [ID 253379](#)

U.S. dollar sales of frozen desserts, ice cream and ice by category 2014

Dollar sales of frozen desserts, ice cream and ice in the United States in 2014, by category (in million U.S. dollars)



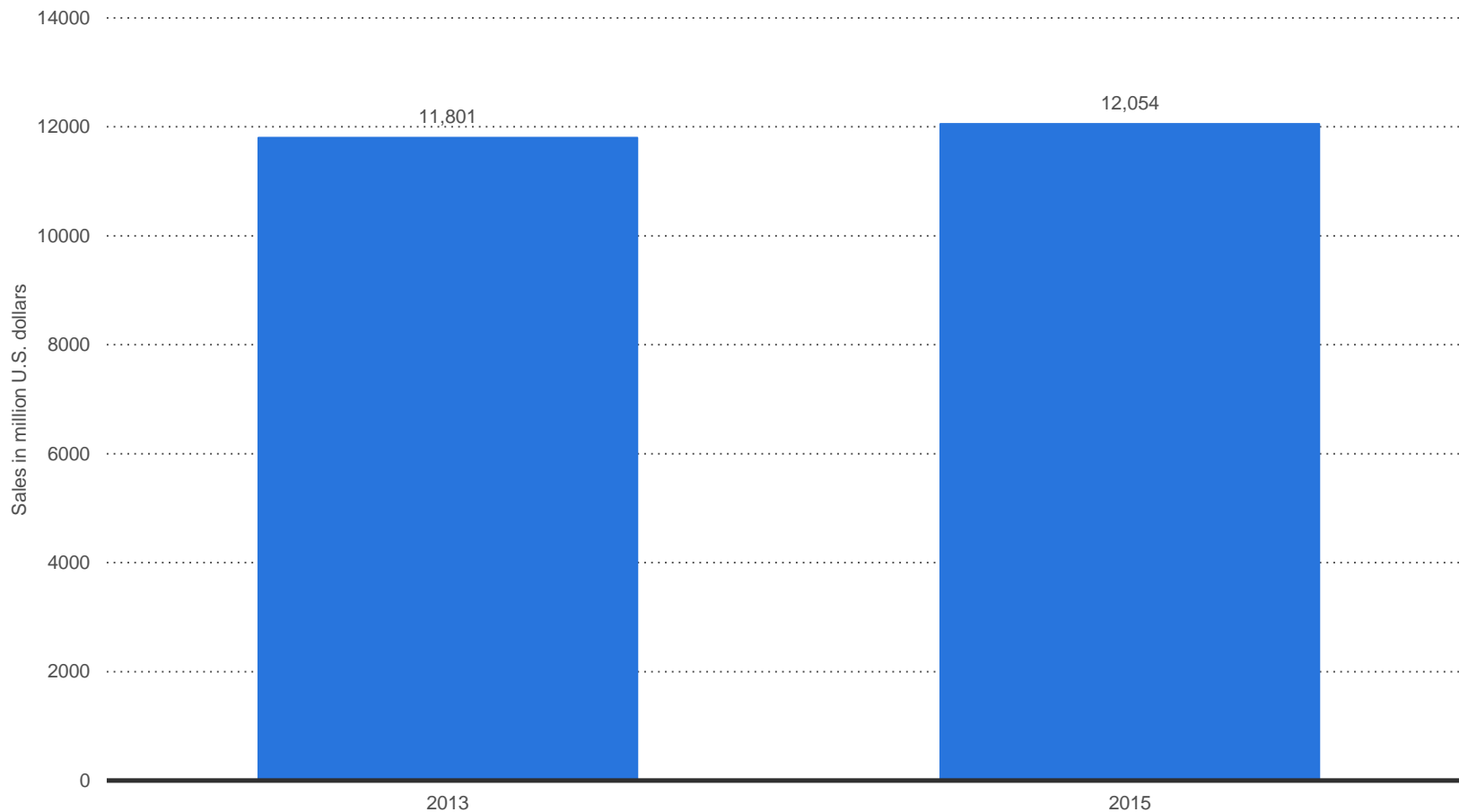
Note: United States

Further information regarding this statistic can be found on [page 51](#).

Source: Nielsen; Progressive Grocer; [ID 304873](#)

U.S. retail stores: sales of frozen desserts 2013-2015

Sales of frozen desserts in U.S. retail stores in 2013 and 2015 (in million U.S. dollars)*



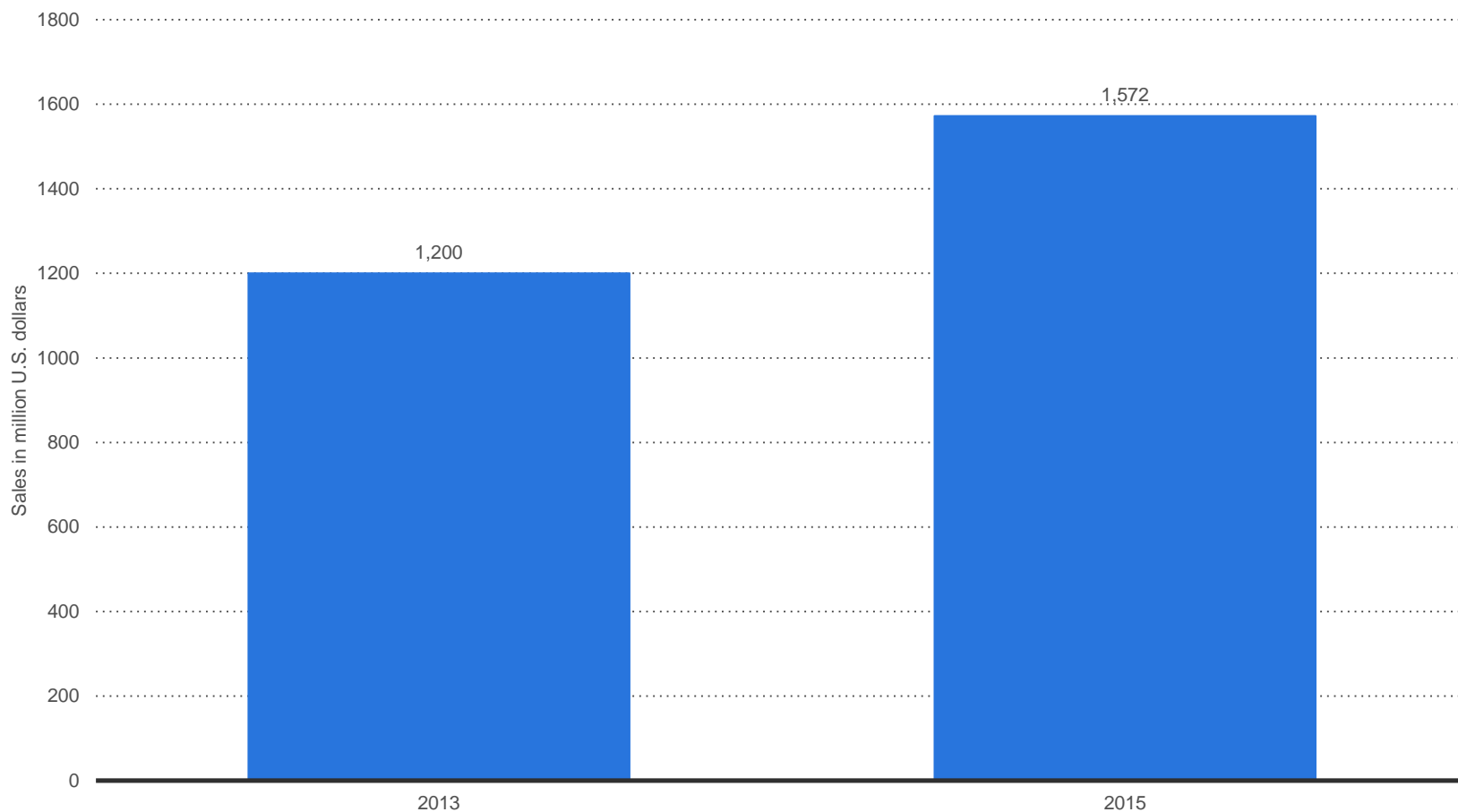
Note: United States; 2013 and 2015

Further information regarding this statistic can be found on [page 52](#).

Source: IRI; Specialty Food Association; Mintel; SPINS; [ID 428117](#)

U.S. retail sales of specialty frozen desserts 2013-2015

Sales of specialty frozen desserts at retail stores in the United States in 2013 and 2015 (in million U.S. dollars)



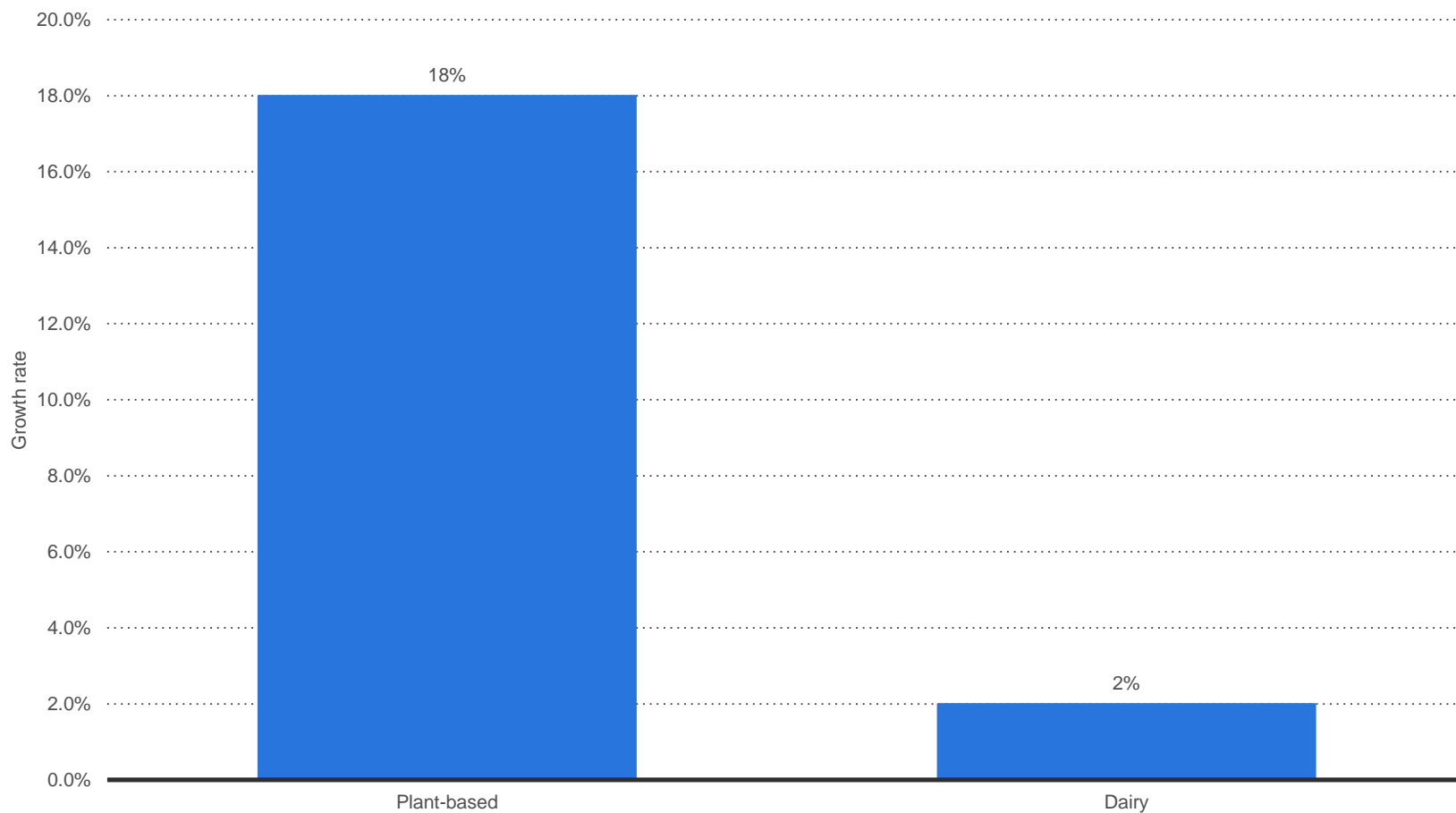
Note: United States; 2013 and 2015

Further information regarding this statistic can be found on [page 53](#).

Source: Specialty Food Association; Mintel; SPINS; IRI; [ID 301803](#)

U.S. growth rate of dairy and plant-based frozen desserts and novelties 2016

Growth rate of dairy and plant-based frozen desserts and novelties in the United States in 2016*



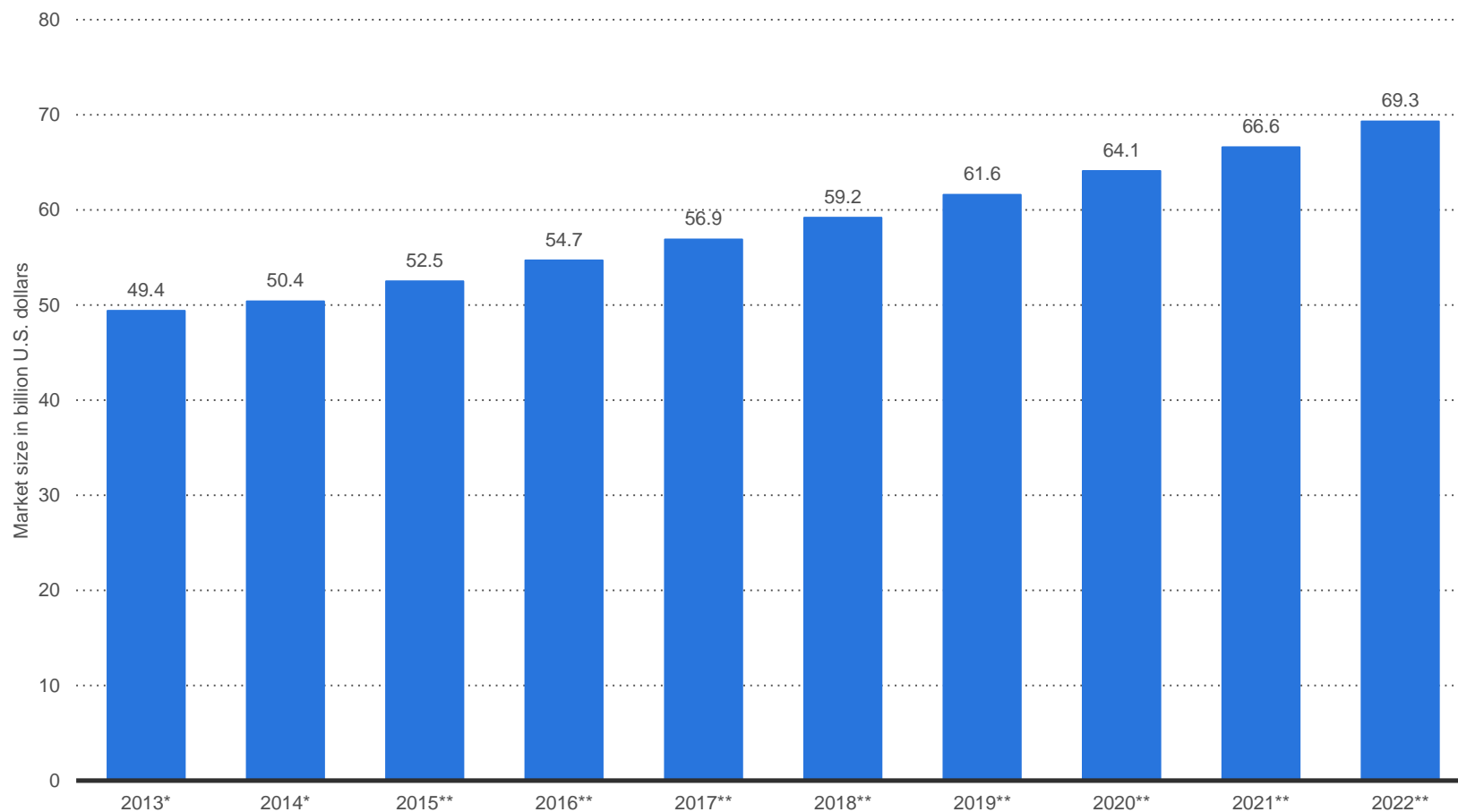
Note: United States; 52 weeks ended January 23, 2016

Further information regarding this statistic can be found on [page 54](#).

Source: WhiteWave Foods; Nielsen; [ID 517032](#)

Global ice cream market size 2013-2022

Size of the global ice cream market from 2013 to 2022 (in billion U.S. dollars)*



Note: Worldwide; 2013 to 2022

Further information regarding this statistic can be found on [page 55](#).

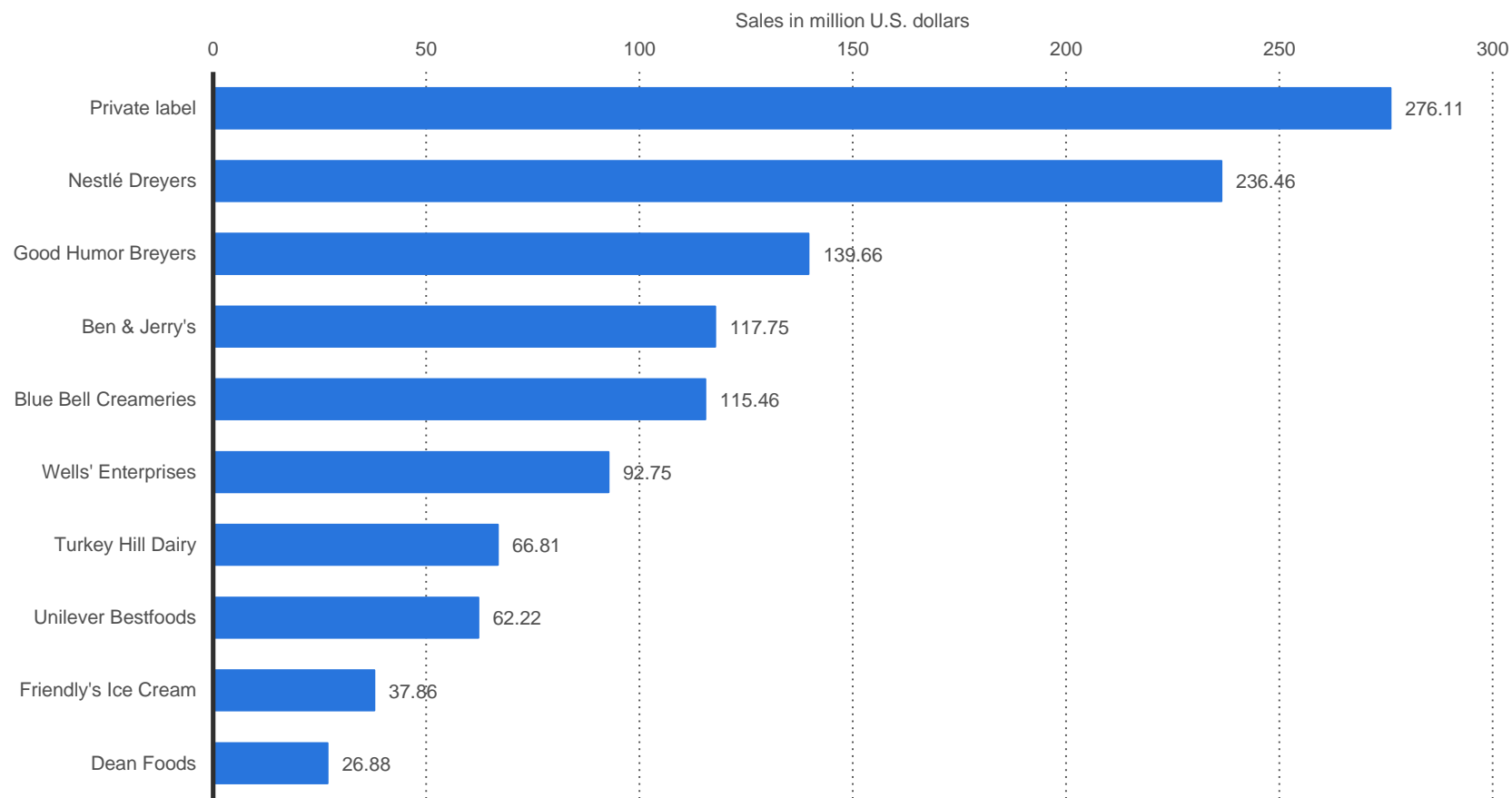
Source: Trefis.com; [ID 326315](#)

Frozen desserts in the U.S.

◆ **Leading vendors and brands**

Leading manufacturers of ice cream in the United States 2016

Leading manufacturers of ice cream in the United States in 2016, based on sales (in million U.S. dollars)



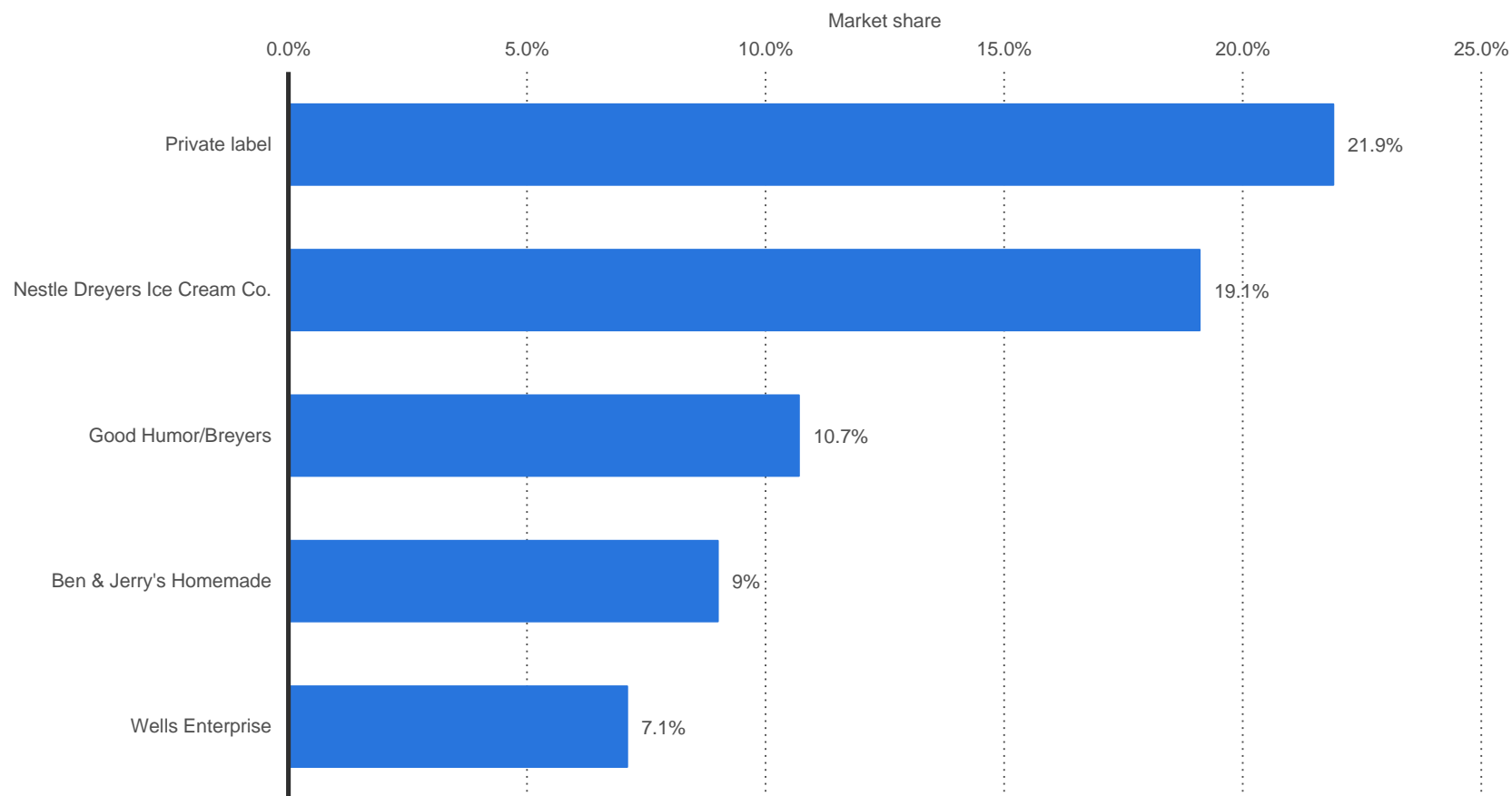
Note: United States; 12 weeks ended October 2, 2016

Further information regarding this statistic can be found on [page 56](#).

Source: IRI; Frozen & Refrigerated Buyer; [ID 190423](#)

Ice cream: market share of leading vendors in the U.S. 2016

Market share of the leading ice cream vendors in the United States in 2016, based on sales



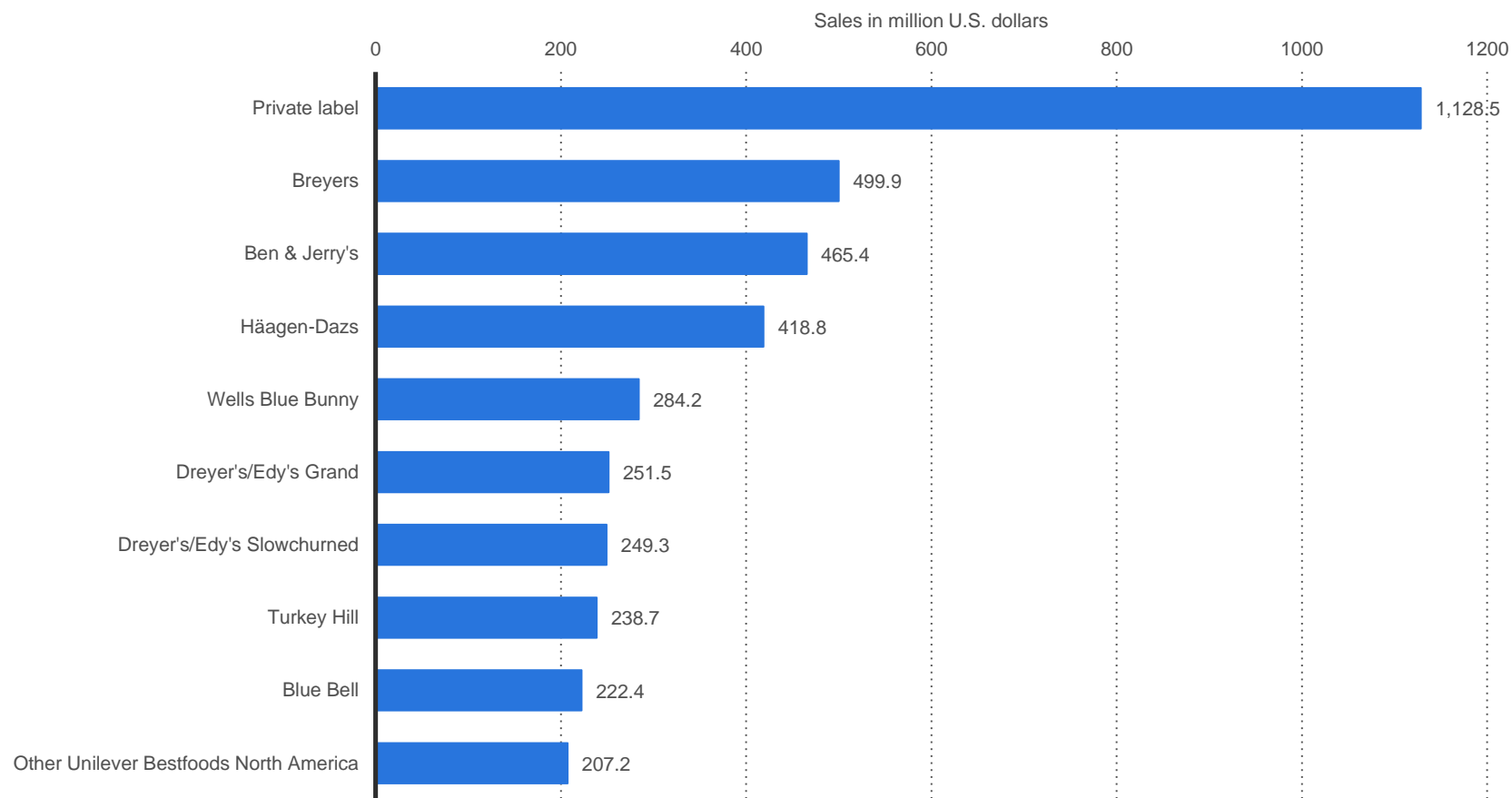
Note: United States; 52 weeks ended January 24, 2016

Further information regarding this statistic can be found on [page 57](#).

Source: IRI; Grocery Headquarters; [ID 255054](#)

Sales of the leading ice cream brands of the U.S. 2016

The leading ice cream brands of the United States in 2016, based on sales (in million U.S. dollars)



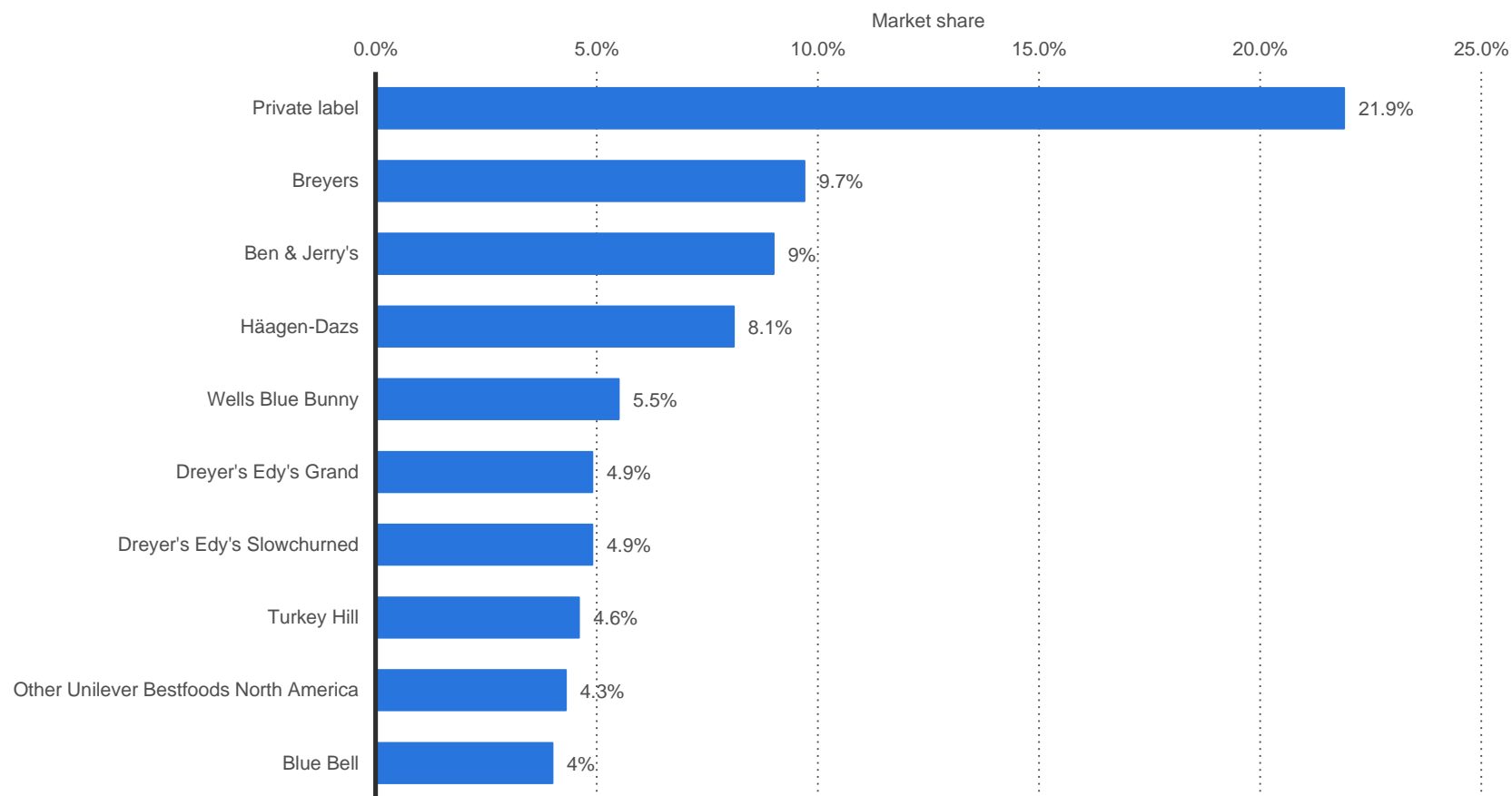
Note: United States; 52 weeks ended January 24, 2016

Further information regarding this statistic can be found on [page 58](#).

Source: IRI; Grocery Headquarters; [ID_190426](#)

Ice cream: market share of leading brands in the U.S. 2016

Market share of the leading ice cream brands in the United States in 2016, based on sales



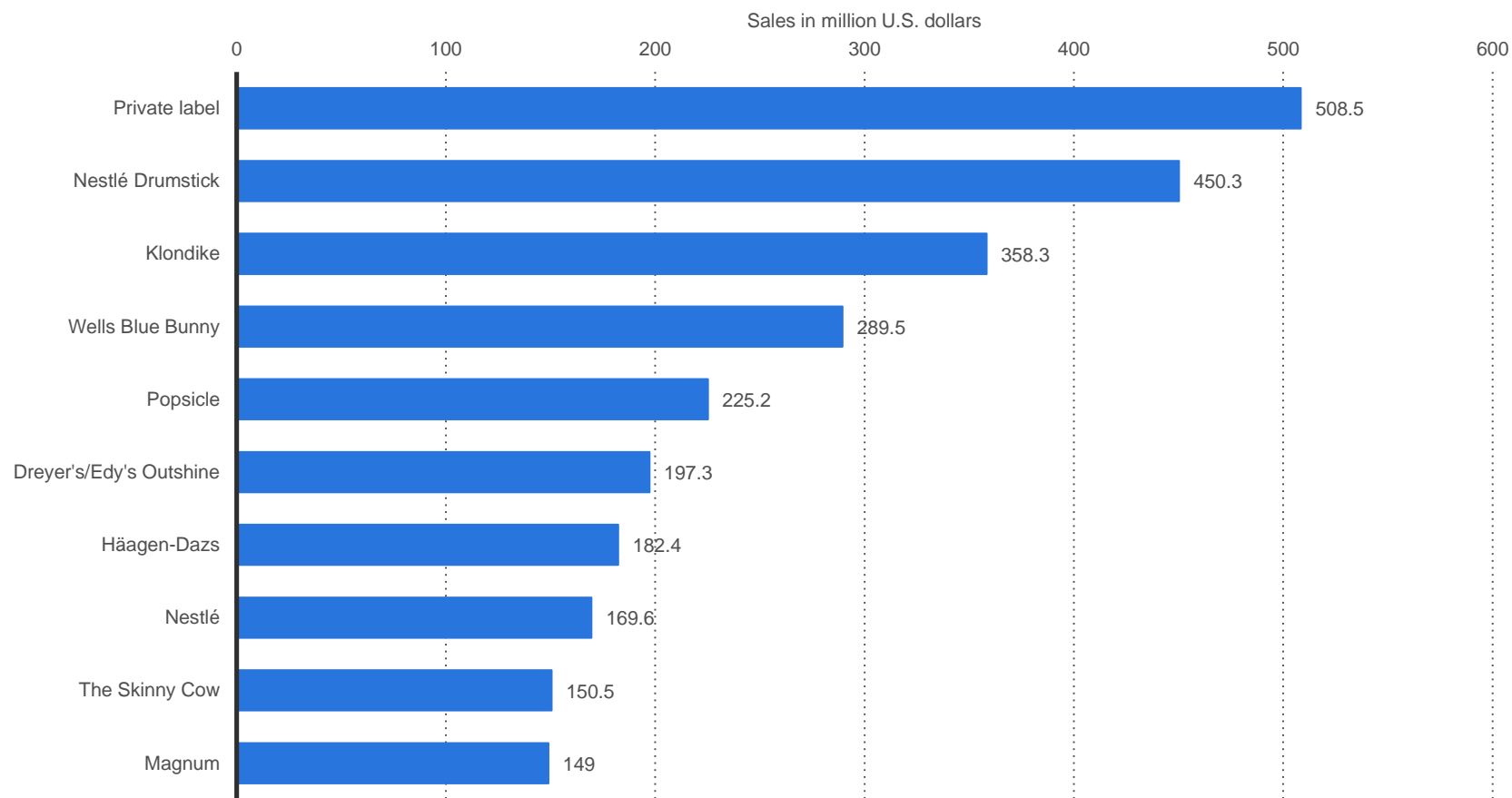
Note: United States; 52 weeks ended January 24, 2016

Further information regarding this statistic can be found on [page 59](#).

Source: IRI; Grocery Headquarters; [ID 255060](#)

Sales of the leading frozen novelty brands in the U.S. 2016

Sales of the leading frozen novelty brands in the United States in 2016, based on sales (in million U.S. dollars)



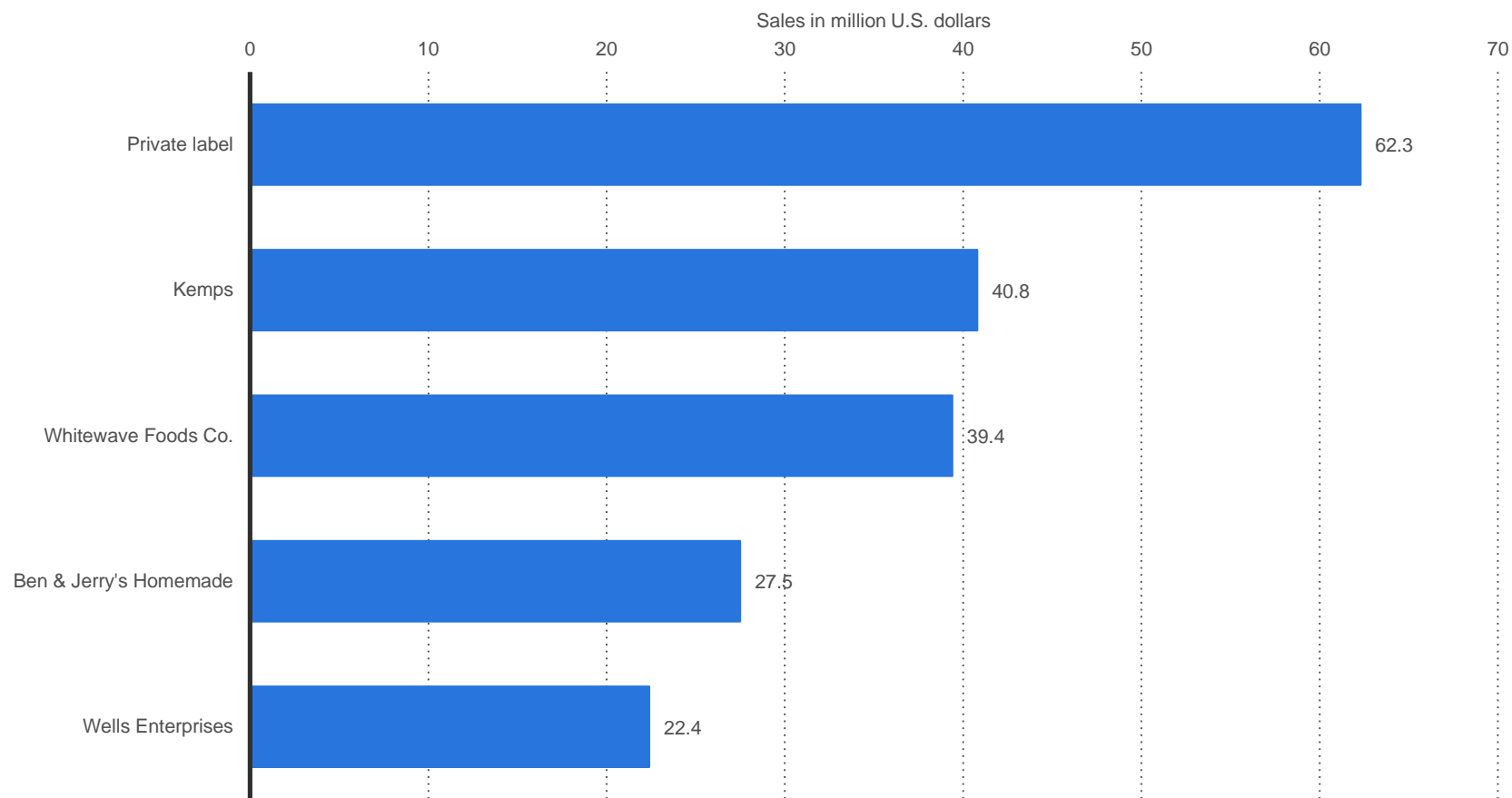
Note: United States; 52 weeks ended September 4, 2016

Further information regarding this statistic can be found on [page 60](#).

Source: IRI; Dairy Foods; [ID 253678](#)

Frozen yogurt sales: leading vendors in the U.S. 2016

Leading vendors of frozen yogurt in the United States in 2016, based on sales (in million U.S. dollars)



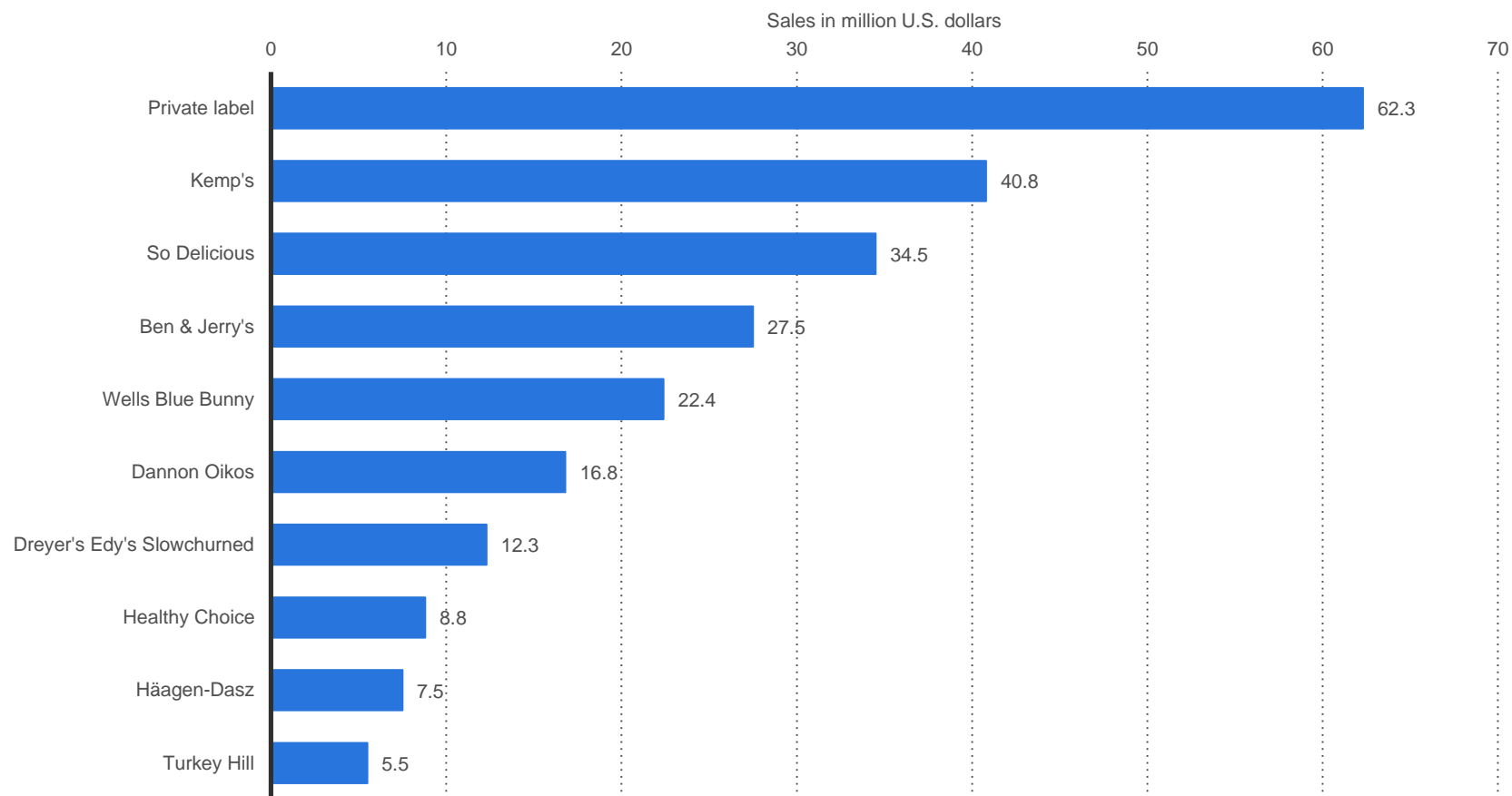
Note: United States; 52 weeks ended January 24, 2016

Further information regarding this statistic can be found on [page 61](#).

Source: Grocery Headquarters; IRI; [ID 259222](#)

Frozen yogurt sales: leading brands in the U.S. 2016

Sales of the leading frozen yogurt brands in the United States in 2016 (in million U.S. dollars)*



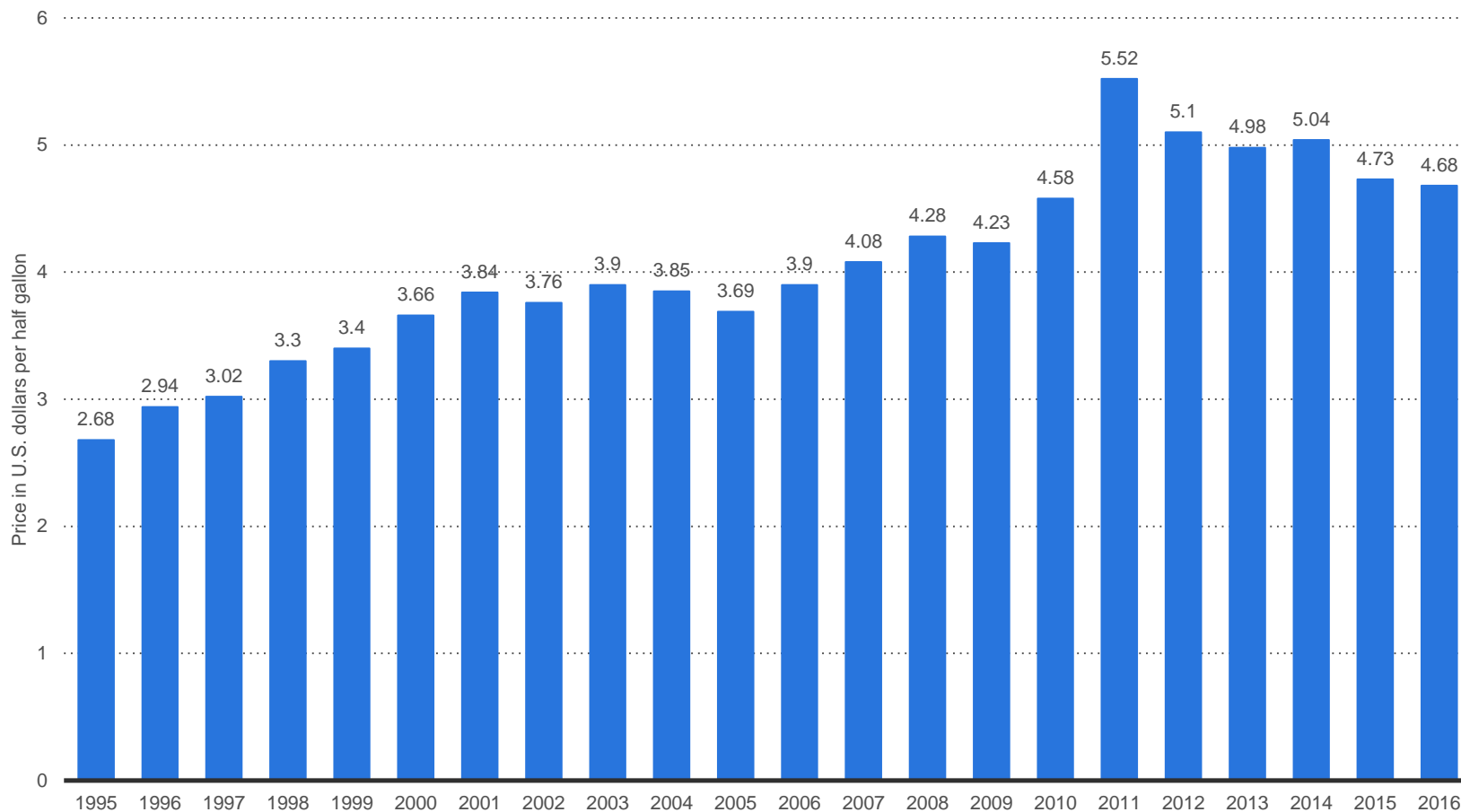
Note: United States; 52 weeks ended January 24, 2016

Further information regarding this statistic can be found on [page 62](#).

Source: Grocery Headquarters; IRI; [ID 259218](#)

U.S. retail price of ice cream 1995-2016

Retail price of ice cream (prepack, bulk, regular) in the United States from 1995 to 2016 (in U.S. dollars per 1/2 gallon)



Note: United States; 1995 to 2016

Further information regarding this statistic can be found on [page 63](#).

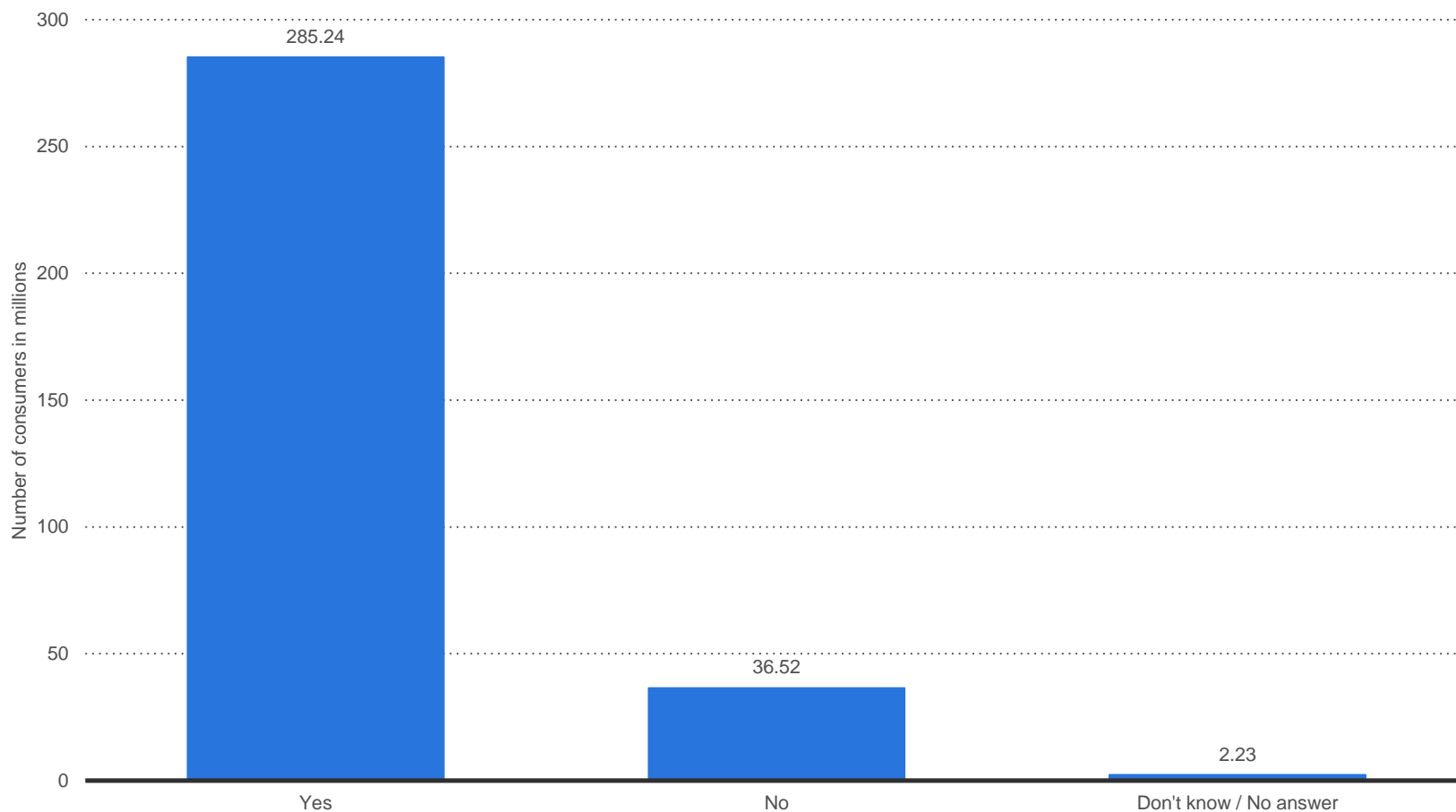
Source: Bureau of Labor Statistics; [ID 236868](#)

Frozen desserts in the U.S.

◆ Consumption

Consumption of ice cream and sherbet in the U.S. 2016

U.S. population: Do you eat ice cream and sherbet?



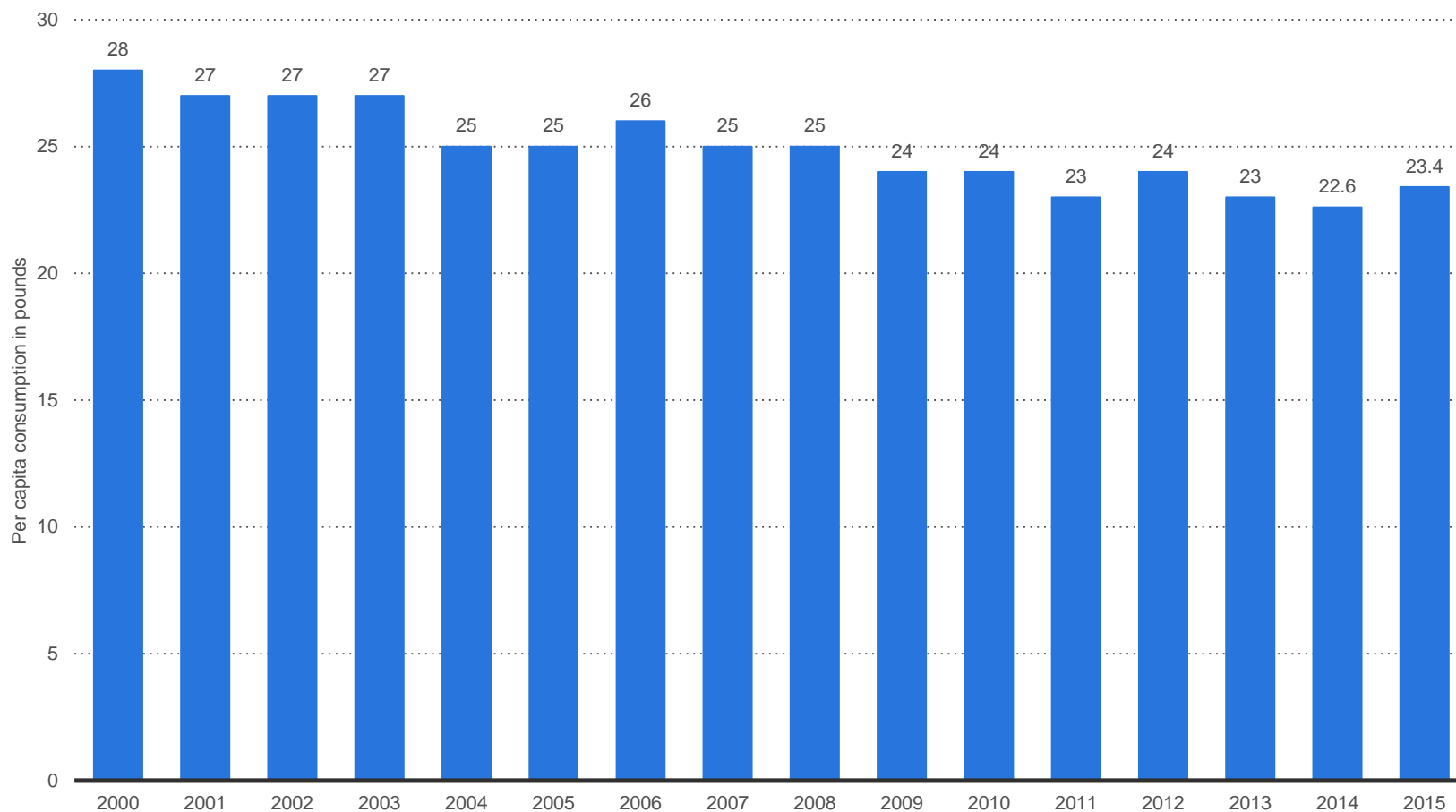
Note: United States; 323,996*

Further information regarding this statistic can be found on [page 64](#).

Source: Experian (2016 Simmons Profile Report. Copyright 2016 Simmons Research LLC. All rights reserved.); Statista; US Census Bureau; [ID 276929](#)

Per capita consumption of frozen dairy products in the U.S. 2000-2015

Per capita consumption of frozen dairy products in the United States from 2000 to 2015 (in pounds)



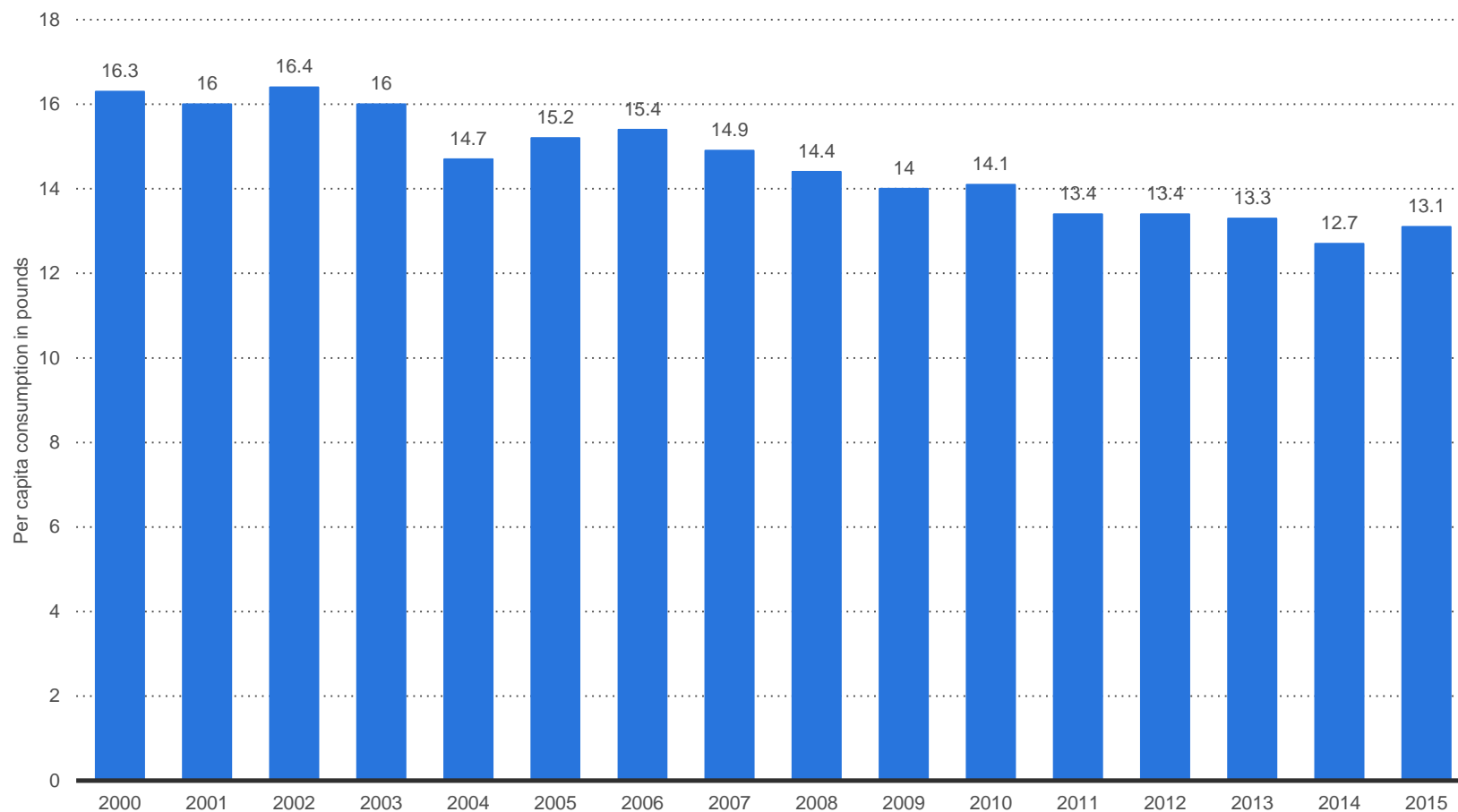
Note: United States; 2000 to 2015

Further information regarding this statistic can be found on [page 65](#).

Source: US Department of Agriculture; Economic Research Service; [ID 183959](#)

Per capita consumption of ice cream in the U.S. 2000-2015

Per capita consumption of regular ice cream in the United States from 2000 to 2015 (in pounds)*



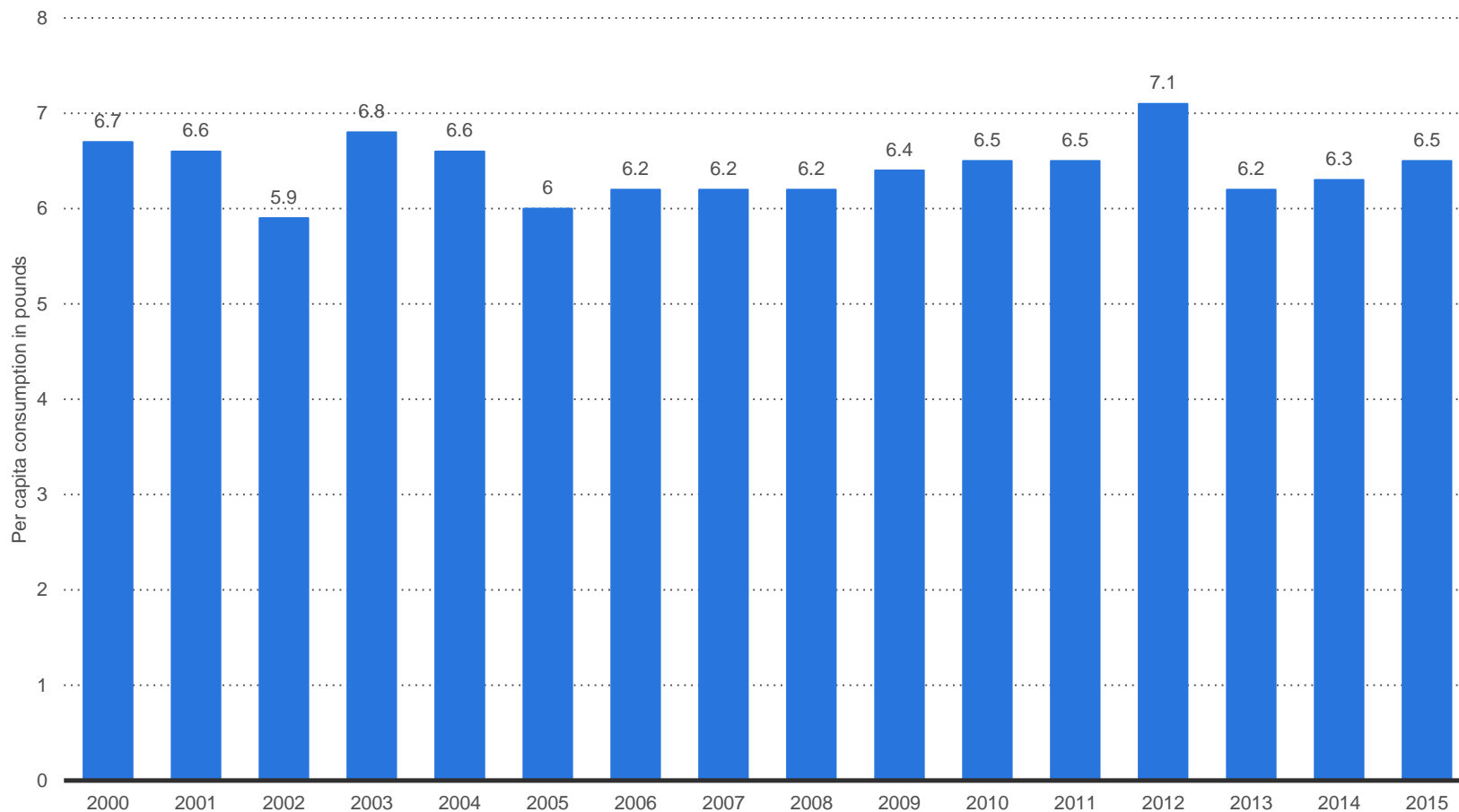
Note: United States; 2000 to 2015

Further information regarding this statistic can be found on [page 66](#).

Source: Economic Research Service; USDA Foreign Agricultural Service; [ID 183500](#)

U.S. per capita consumption of low-fat ice cream 2000 to 2015

Per capita consumption of low-fat ice cream in the United States from 2000 to 2015 (in pounds)



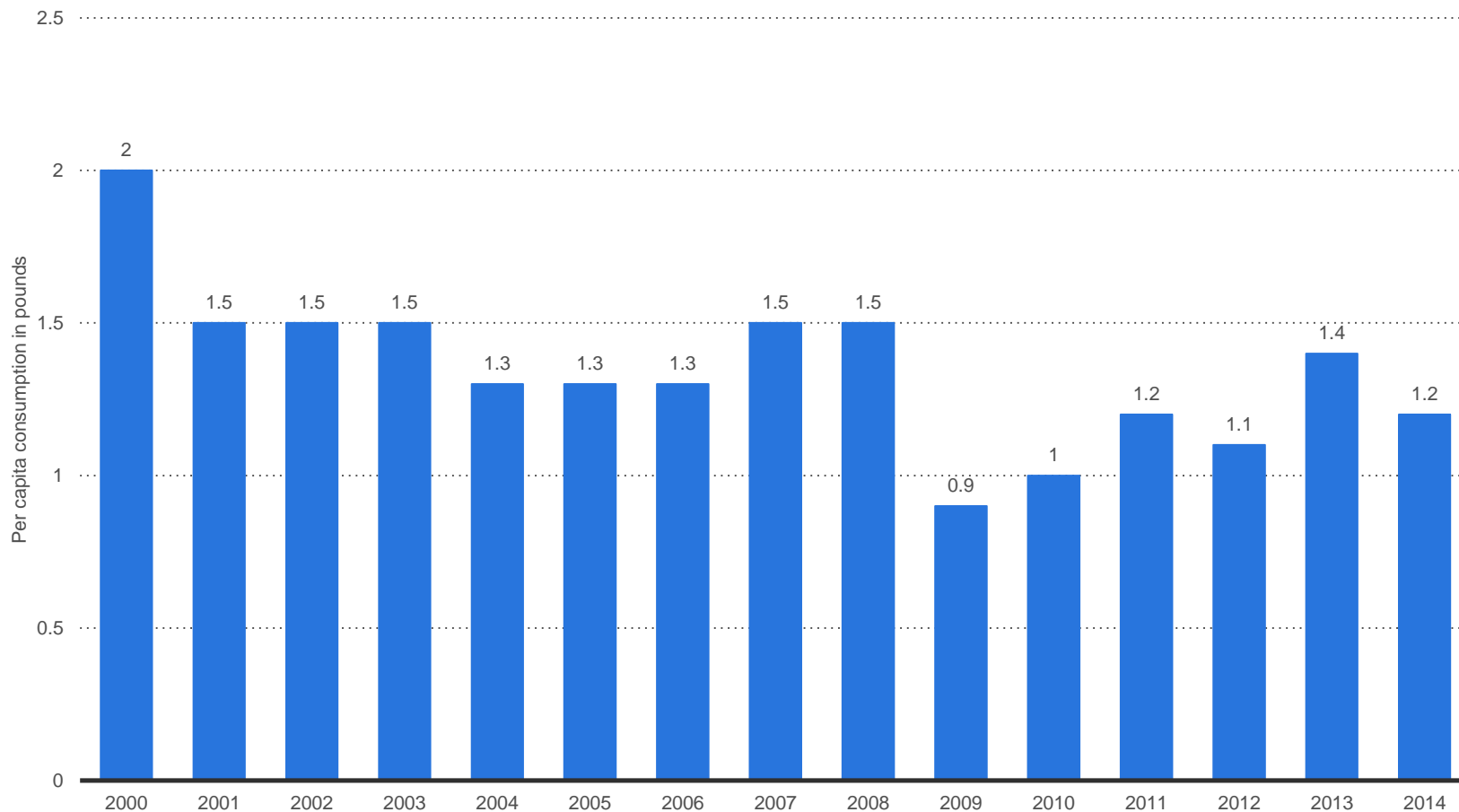
Note: United States; 2000 to 2014

Further information regarding this statistic can be found on [page 67](#).

Source: US Department of Agriculture; Economic Research Service; [ID 183968](#)

U.S. per capita consumption of frozen yogurt 2000-2014

Per capita consumption of frozen yogurt in the United States from 2000 to 2014 (in pounds)



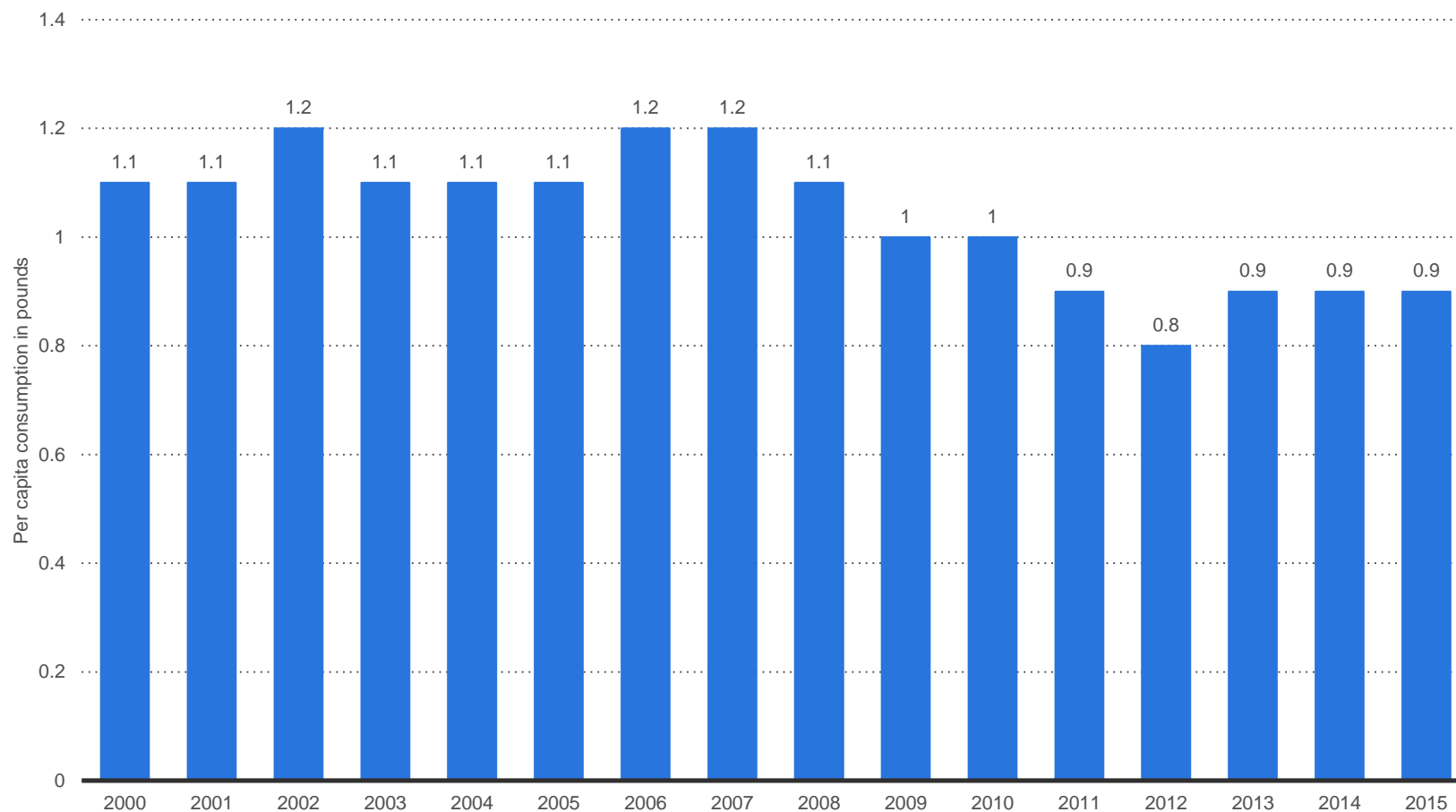
Note: United States; 2000 to 2014

Further information regarding this statistic can be found on [page 68](#).

Source: US Department of Agriculture; Economic Research Service; [ID 184001](#)

Per capita consumption of sherbet in the U.S. 2000-2015

Per capita consumption of sherbet in the United States from 2000 to 2015 (in pounds)



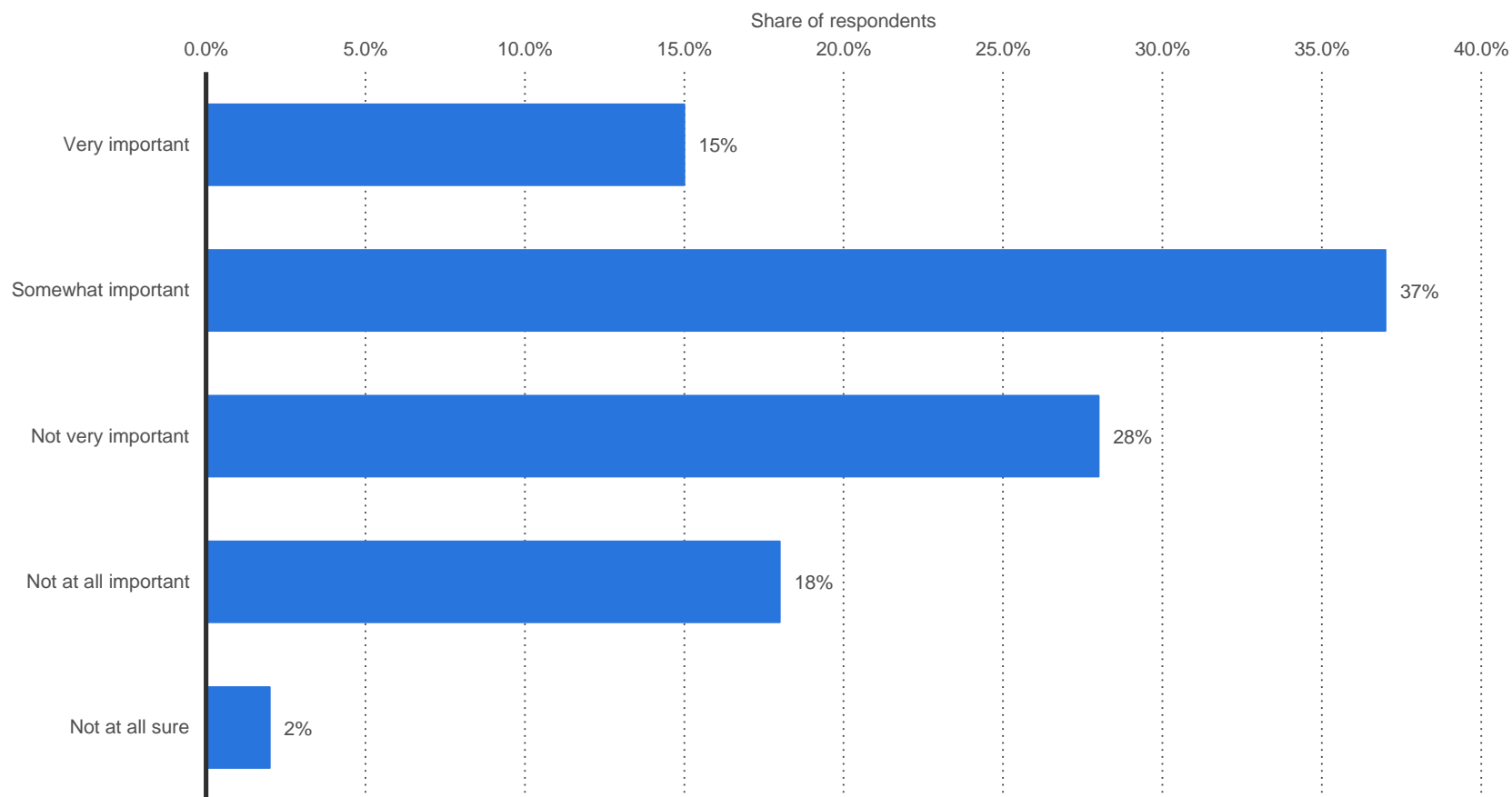
Note: United States; 2000 to 2015

Further information regarding this statistic can be found on [page 69](#).

Source: US Department of Agriculture; Economic Research Service; [ID 183988](#)

U.S. consumers' rating of frozen when buying foods and beverages 2014

How important is the factor 'frozen' when purchasing foods and beverages?*



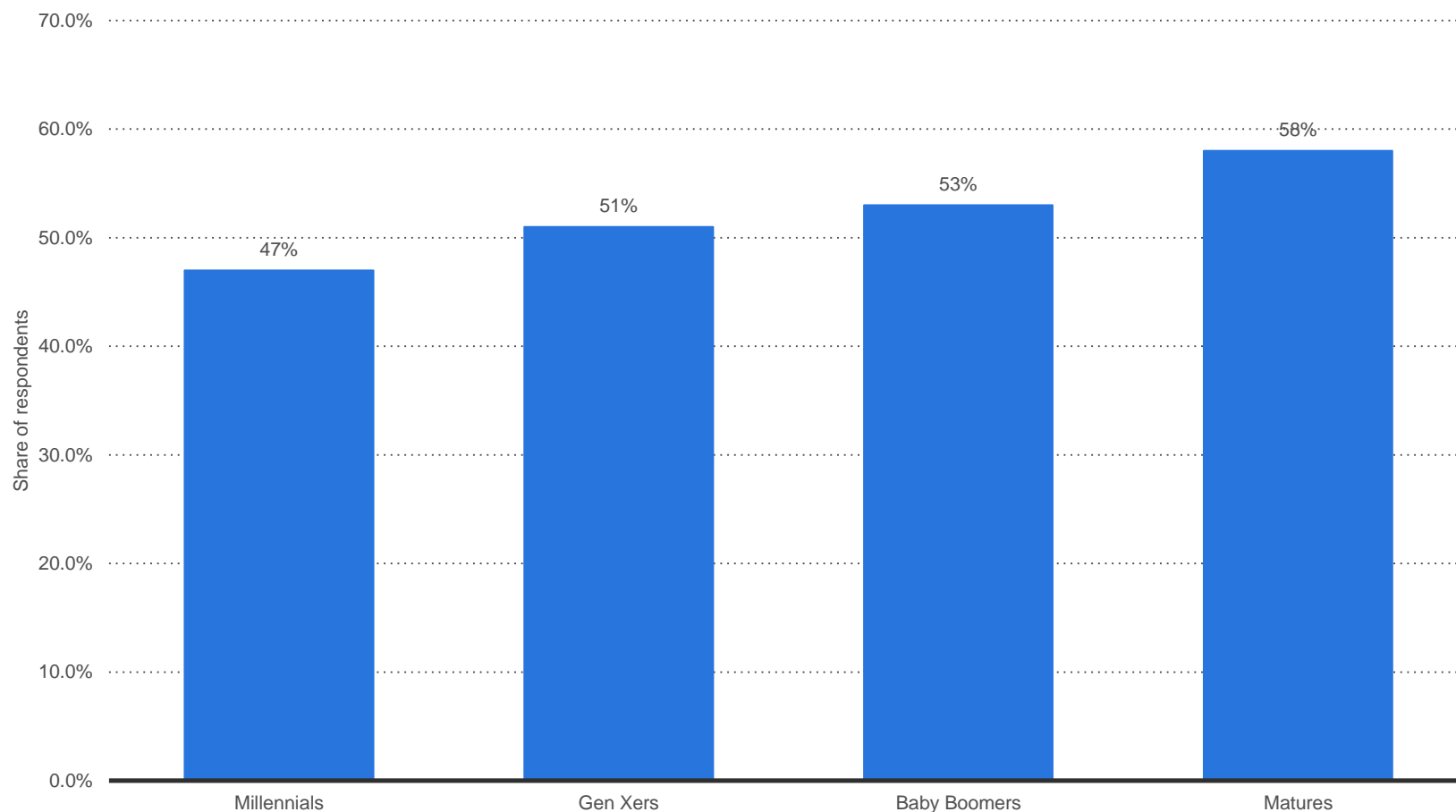
Note: United States; March 12 - March 17, 2014; 18 years and older; 2,234; U.S. adults

Further information regarding this statistic can be found on [page 70](#).

Source: Harris Interactive; [ID 308632](#)

U.S. consumers' importance of frozen when buying groceries by generation 2014

Consumers' importance of the factor 'frozen' when making food and beverage purchases in the United States in 2014, by generation



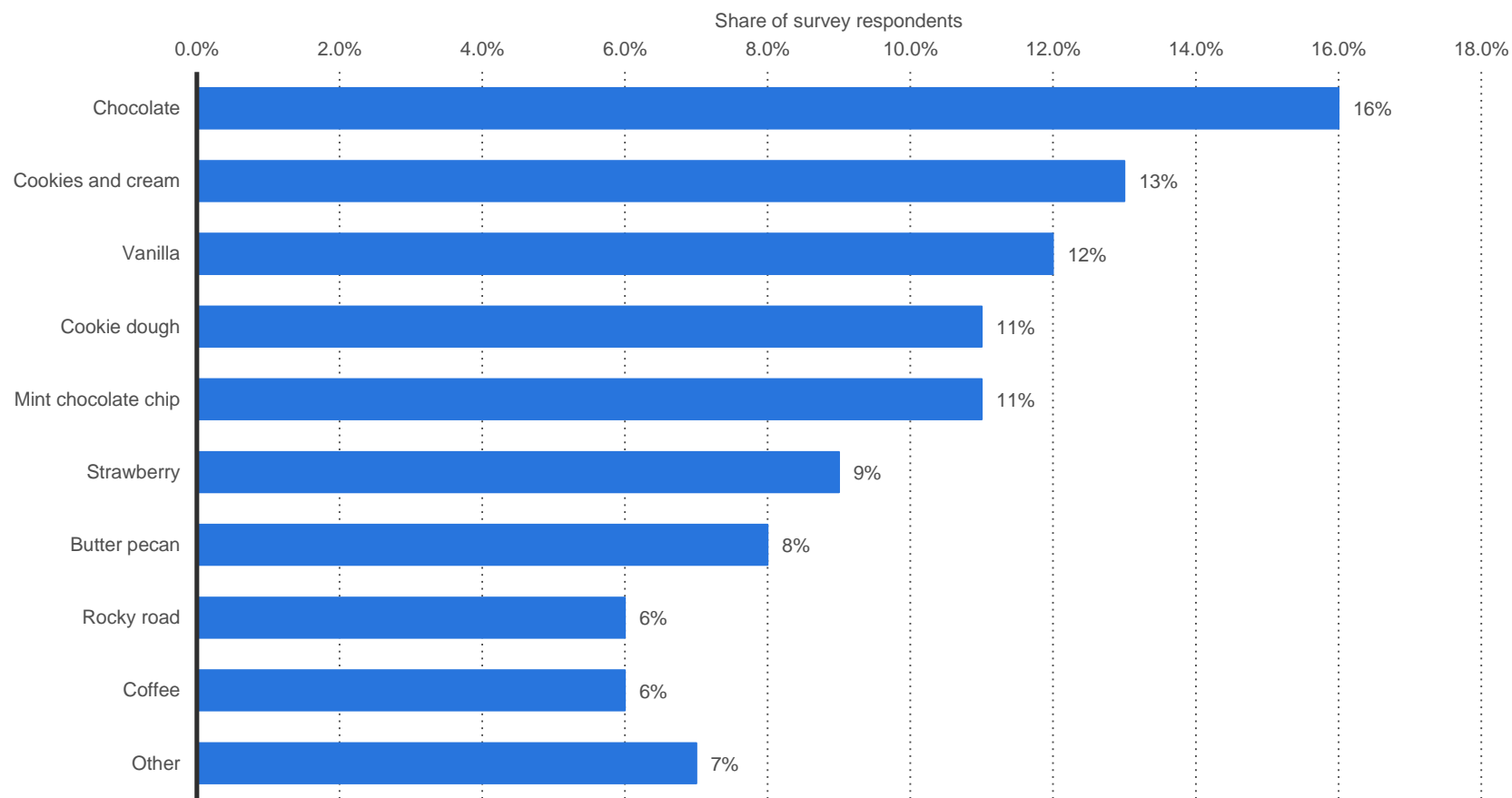
Note: United States; March 12 - March 17, 2014; 18 years and older; 2,234; U.S. adults

Further information regarding this statistic can be found on [page 71](#).

Source: Harris Interactive; [ID 310620](#)

U.S. consumers' favorite ice cream flavors 2014

Consumers' favorite ice cream flavors in the United States in 2014



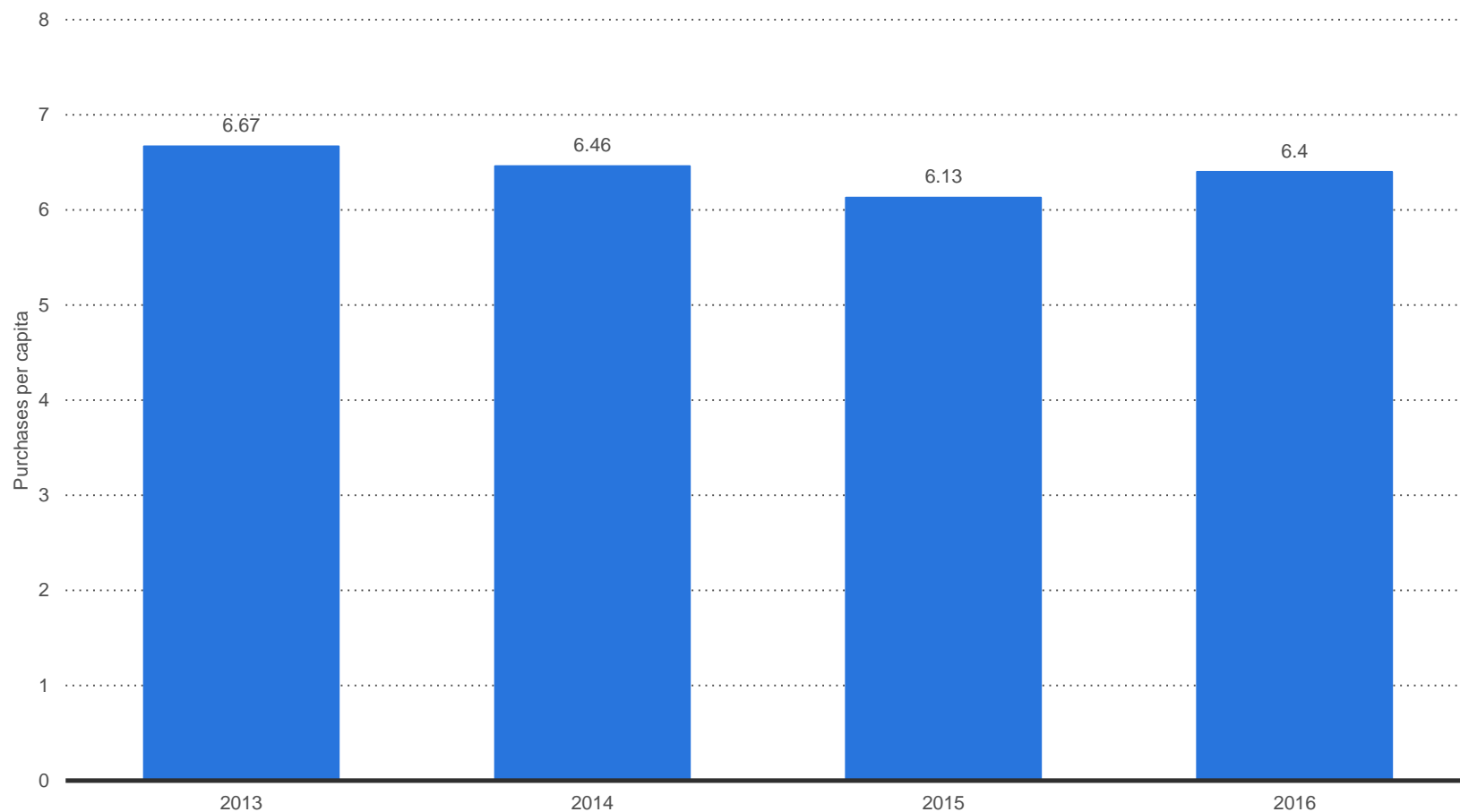
Note: United States; 2014; 13 years and older; 1,051

Further information regarding this statistic can be found on [page 72](#).

Source: Yahoo; Vision Critical; [ID 268348](#)

Ice cream purchases per capita in the U.S. 2013-2016

Average annual per capita purchases of ice cream in the United States from 2013 to 2016



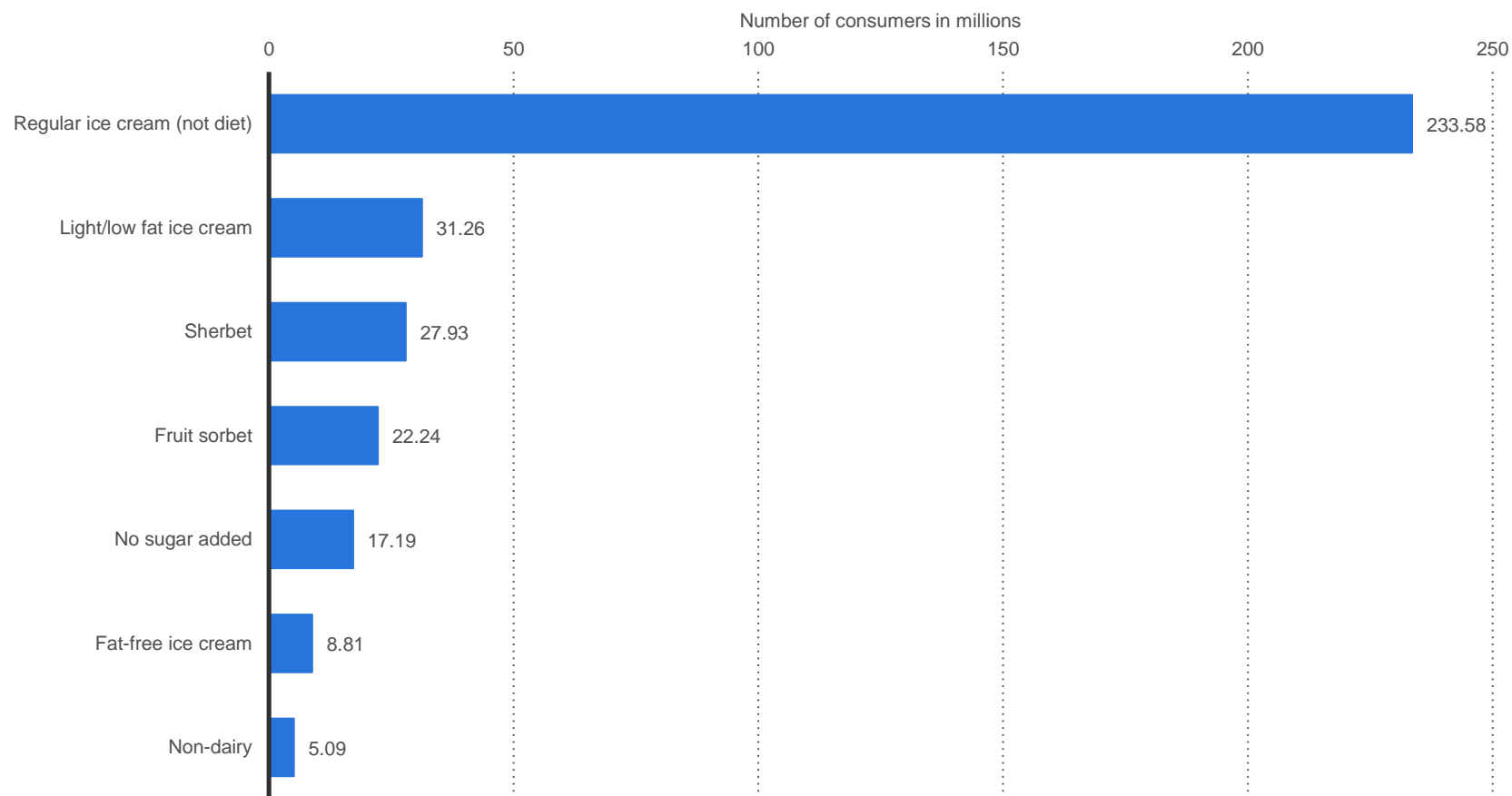
Note: United States; August 2016; 18 years and older; 1,000; General population

Further information regarding this statistic can be found on [page 73](#).

Source: TABS Analytics; TNS; [ID 568620](#)

Most eaten types of ice cream and sherbet in the U.S. 2016

U.S. population: Which types of ice cream and sherbet do you eat most often?



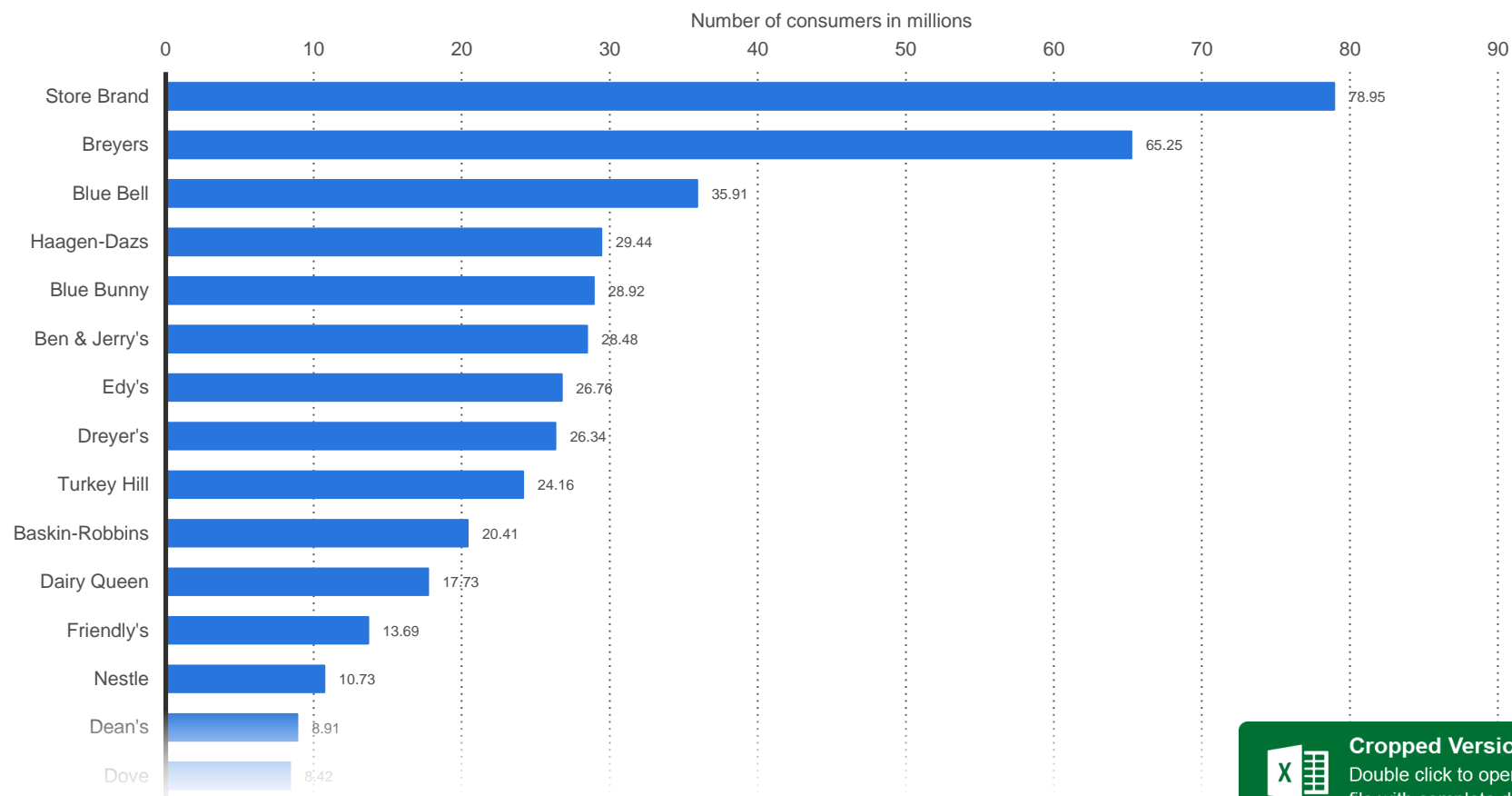
Note: United States; 323,996*

Further information regarding this statistic can be found on [page 74](#).

Source: Experian (2016 Simmons Profile Report. Copyright 2016 Simmons Research LLC. All rights reserved.); Statista; US Census Bureau; [ID 276931](#)

Most eaten brands of ice cream and sherbet in the U.S. 2016

U.S. population: Which brands of ice cream and sherbet do you eat most often?



Cropped Version

Double click to open excel file with complete data

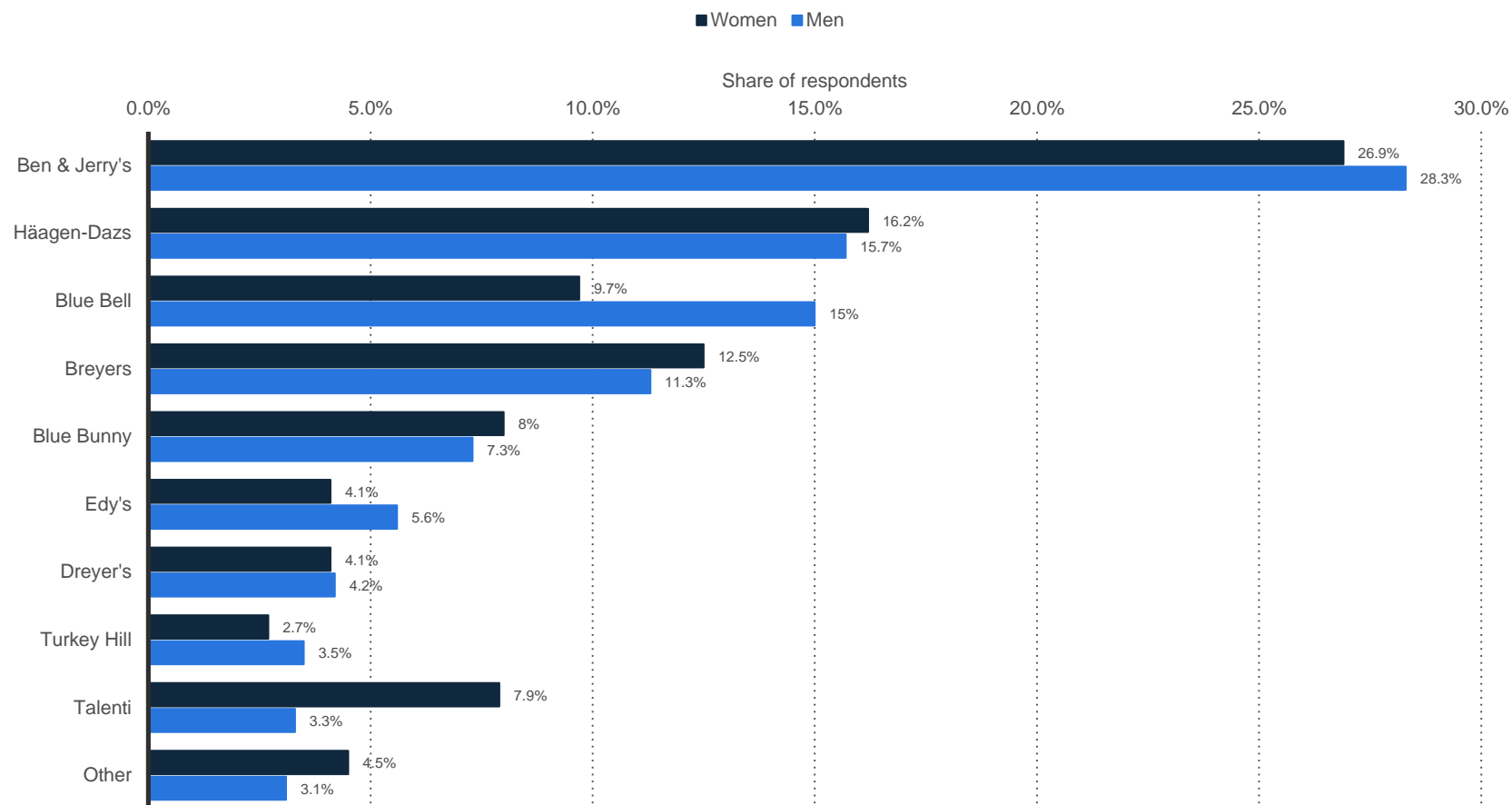
Note: United States; 323,996*

Further information regarding this statistic can be found on [page 75](#).

Source: Experian (2016 Simmons Profile Report. Copyright 2016 Simmons Research LLC. All rights reserved.); Statista; US Census Bureau; [ID 277126](#)

Ice cream brand preferences in the U.S. 2016, by gender

United States: Brand preferences for ice cream in 2016, by gender



Note: United States; January to June 2016; 3,000*

Further information regarding this statistic can be found on [page 76](#).

Source: MSW-ARS Research/The Brand Strength Monitor; [ID 597885](#)

Frozen desserts in the U.S.

References

Ice cream production in the U.S. by fat content 2004-2015

Quantity of ice cream produced in the United States from 2004 to 2015, by fat content (in million gallons)

Source and methodology information

Source US Department of Agriculture; Economic Research Service

Conducted by US Department of Agriculture; Economic Research Service

Survey period 2004 to 2015

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by US Department of Agriculture; Economic Research Service

Publication date April 2016

Original source USDA: Dairy Products: 2015 Summary, page 17

Website URL [visit the website](#)

Notes:

* Includes freezer-made milkshake. Numbers have been rounded to provide a better understanding of the statistic. Data prior to 2014 have been taken from previous editions of the publication.

Ice cream production in California and other U.S. states 2011-2015

Ice cream production in California and other U.S. states from 2011 to 2015 (in gallons)*

Source and methodology information

Source US Department of Agriculture; Economic Research Service

Conducted by US Department of Agriculture; Economic Research Service

Survey period 2011 to 2015

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by US Department of Agriculture; Economic Research Service

Publication date April 2016

Original source USDA: Dairy Products: 2015 Summary, page 17

Website URL [visit the website](#)

Notes:

* Regular hard ice cream.

U.S. product shipment value of ice cream and frozen desserts 2002-2015

Value of product shipments of ice cream and frozen desserts in the United States from 2002 to 2015 (in billion U.S. dollars)

Source and methodology information

Source US Census Bureau

Conducted by US Census Bureau

Survey period 2002 to 2015

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by US Census Bureau

Publication date January 2017

Original source census.gov

Website URL [visit the website](#)

Notes:

Figures have been rounded. Data from 2002 to 2013 were derived from previous editions of the publication.

Frozen yogurt production in the U.S. 2006-2015

Quantity of frozen yogurt produced in the United States from 2006 to 2015 (in million gallons)

Source and methodology information

Source US Department of Agriculture; Economic Research Service

Conducted by US Department of Agriculture; Economic Research Service

Survey period 2006 to 2015

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by US Department of Agriculture; Economic Research Service

Publication date April 2016

Original source USDA: Dairy Products: 2015 Summary, page 17

Website URL [visit the website](#)

Notes:

Numbers have been rounded to provide a better understanding of the statistic. Data prior to 2014 were taken from previous editions of the publication.

Sherbet production in the U.S. 2006-2015

Quantity of sherbet produced in the United States from 2006 to 2015 (in million gallons)

Source and methodology information

Source US Department of Agriculture; Economic Research Service

Conducted by US Department of Agriculture; Economic Research Service

Survey period 2006 to 2015

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by US Department of Agriculture; Economic Research Service

Publication date April 2016

Original source USDA: Dairy Products: 2015 Summary, page 17

Website URL [visit the website](#)

Notes:

Numbers have been rounded to provide a better understanding of the statistic. Data prior to 2014 have been taken a previous editions of the publication.

Frozen food market: sales in the U.S. 2016, by product category

Frozen food sales in the United States in 2016, by product category (in million U.S. dollars)

Source and methodology information

Source Frozen & Refrigerated Buyer; IRI

Conducted by IRI

Survey period 12 weeks ended August 7, 2016

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Frozen & Refrigerated Buyer

Publication date October 2016

Original source Frozen and Refrigerated Buyer Magazine, October 2016, page 8 Pla

Website URL [visit the website](#)

Notes:

* Excluding poultry. IRI data in supermarkets, drugstores, mass merchants, military commissaries and select club and dollar stores for the 12 weeks ended August 7, 2016. Numbers have been rounded to provide a better understanding of the statistic.

Frozen food market: dollar sales growth in the U.S. 2016, by product category

Frozen food dollar sales growth in the United States in 2016, by product category

Source and methodology information

Source IRI; Frozen & Refrigerated Buyer

Conducted by IRI

Survey period 12 weeks ended August 7, 2016

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Frozen & Refrigerated Buyer

Publication date October 2016

Original source Frozen and Refrigerated Buyer Magazine, October 2016, page 56 onwards

Website URL [visit the website](#)

Notes:

Sales in supermarkets, drugstores, mass merchants, military commissaries and select club and dollar stores combined for the 12 weeks ended August 7, 2016.

U.S. dollar sales of frozen desserts, ice cream and ice by category 2014

Dollar sales of frozen desserts, ice cream and ice in the United States in 2014, by category (in million U.S. dollars)

Source and methodology information

Source Nielsen; Progressive Grocer

Conducted by Nielsen

Survey period March 2013 to March 2014

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Progressive Grocer

Publication date June 2014

Original source Progressive Grocer Magazine, June 2014, page 16

Website URL [visit the website](#)

Notes:

U.S. supermarket sales for the 52 weeks ending March 15, 2014.

U.S. retail stores: sales of frozen desserts 2013-2015

Sales of frozen desserts in U.S. retail stores in 2013 and 2015 (in million U.S. dollars)*

Source and methodology information

Source IRI; Specialty Food Association; Mintel; SPINS

Conducted by IRI; Mintel; SPINS

Survey period 2013 and 2015

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Specialty Food Association

Publication date April 2016

Original source The State of the Specialty Food Industry 2016, page 6

Website URL [visit the website](#)

Notes:

* Products included: Gourmet ice creams, both organic and nonorganic, all gelatos, Italian ices, high-end (super-premium) specialty frozen desserts. Sales of food products through mainstream, natural and specialty food channels. Does not include private-label sales, random weight (PLU) items, or sales through Trader Joe`s or Whole Foods Market. The State of the Specialty Food Industry 2016 is available for purchase on the Specialty Food Association website.

U.S. retail sales of specialty frozen desserts 2013-2015

Sales of specialty frozen desserts at retail stores in the United States in 2013 and 2015 (in million U.S. dollars)

Source and methodology information

Source Specialty Food Association; Mintel; SPINS; IRI

Conducted by Mintel; SPINS; IRI

Survey period 2013 and 2015

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Specialty Food Association

Publication date April 2016

Original source The State of the Specialty Food Industry 2016, page 5

Website URL [visit the website](#)

Notes:

*Products included: Gourmet ice creams, both organic and nonorganic, all gelatos, Italian ices, high-end (super-premium) specialty frozen desserts. Sales of specialty food products through mainstream, natural and specialty food channels. Does not include private-label sales, random weight (PLU) items, or sales through Trader Joe`s or Whole Foods Market. The State of the Specialty Food Industry 2016 is available for purchase on the Specialty Food Association website.

U.S. growth rate of dairy and plant-based frozen desserts and novelties 2016

Growth rate of dairy and plant-based frozen desserts and novelties in the United States in 2016*

Source and methodology information

Source WhiteWave Foods; Nielsen

Conducted by Nielsen

Survey period 52 weeks ended January 23, 2016

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by WhiteWave Foods

Publication date February 2016

Original source WhiteWave CAGNY 2016, page 61

Website URL [visit the website](#)

Notes:

* Nielsen xAOC for the 52 weeks ended on January 23, 2016.

Global ice cream market size 2013-2022

Size of the global ice cream market from 2013 to 2022 (in billion U.S. dollars)*

Source and methodology information

Source Trefis.com

Conducted by Trefis.com

Survey period 2013 to 2022

Region Worldwide

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Trefis.com

Publication date August 2015

Original source trefis.com

Website URL [visit the website](#)

Notes:

* Trefis estimates. ** Trefis forecast. The market size is based on the dollar value of sales of ice-creams in form of cones, candies, cups and other larger packages, measured at the manufacturers' selling price (i.e. the price at which a manufacturer like Unilever sells to the distributors).

Leading manufacturers of ice cream in the United States 2016

Leading manufacturers of ice cream in the United States in 2016, based on sales (in million U.S. dollars)

Source and methodology information

Source IRI; Frozen & Refrigerated Buyer

Conducted by IRI

Survey period 12 weeks ended October 2, 2016

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Frozen & Refrigerated Buyer

Publication date December 2016

Original source Frozen and Refrigerated Buyer Magazine, December 2016, page 8

Website URL [visit the website](#)

Notes:

Total U.S. sales through supermarkets, drugstores, mass merchants, military commissaries and select club and dollar stores for the 12 weeks ended October 2, 2016. Numbers have been rounded to provide a better understanding of the statistic.

Ice cream: market share of leading vendors in the U.S. 2016

Market share of the leading ice cream vendors in the United States in 2016, based on sales

Source and methodology information

Source IRI; Grocery Headquarters

Conducted by IRI

Survey period 52 weeks ended January 24, 2016

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Grocery Headquarters

Publication date April 2016

Original source State of the Industry Almanac 2016, page 74

Website URL [visit the website](#)

Notes:

Total U.S. sales through supermarkets, drugstores, mass market retailers, military commissaries and select club and dollar retail chains for the 52 weeks ended January 24, 2016.

Sales of the leading ice cream brands of the U.S. 2016

The leading ice cream brands of the United States in 2016, based on sales (in million U.S. dollars)

Source and methodology information

Source IRI; Grocery Headquarters

Conducted by IRI

Survey period 52 weeks ended January 24, 2016

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Grocery Headquarters

Publication date April 2016

Original source State of the Industry Almanac 2016, page 74

Website URL [visit the website](#)

Notes:

Total U.S. sales through supermarkets, drugstores, mass market retailers, military commissaries and select club and dollar retail chains for the 52 weeks ended January 24, 2016.

Ice cream: market share of leading brands in the U.S. 2016

Market share of the leading ice cream brands in the United States in 2016, based on sales

Source and methodology information

Source IRI; Grocery Headquarters

Conducted by IRI

Survey period 52 weeks ended January 24, 2016

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Grocery Headquarters

Publication date April 2016

Original source State of the Industry Almanac 2016, page 74

Website URL [visit the website](#)

Notes:

Total U.S. sales through supermarkets, drugstores, mass market retailers, military commissaries and select club and dollar retail chains for the 52 weeks ended January 24, 2016.

Sales of the leading frozen novelty brands in the U.S. 2016

Sales of the leading frozen novelty brands in the United States in 2016, based on sales (in million U.S. dollars)

Source and methodology information

Source IRI; Dairy Foods

Conducted by IRI

Survey period 52 weeks ended September 4, 2016

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Dairy Foods

Publication date November 2016

Original source Dairy Foods Magazine, November 2016, page 49

Website URL [visit the website](#)

Notes:

Total U.S. multi-outlet sales with C-store (supermarkets, drug stores, mass market retailers, gas/C-stores, military commissaries, and select club and dollar retail chains) for the 52 weeks ended September 4, 2016.

Frozen yogurt sales: leading vendors in the U.S. 2016

Leading vendors of frozen yogurt in the United States in 2016, based on sales (in million U.S. dollars)

Source and methodology information

Source Grocery Headquarters; IRI

Conducted by IRI

Survey period 52 weeks ended January 24, 2016

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Grocery Headquarters

Publication date April 2016

Original source State of the Industry Almanac 2016, page 74

Website URL [visit the website](#)

Notes:

Total U.S. sales through supermarkets, drugstores, mass market retailers, military commissaries and select club and dollar retail chains for the 52 weeks ended January 24, 2016.

Frozen yogurt sales: leading brands in the U.S. 2016

Sales of the leading frozen yogurt brands in the United States in 2016 (in million U.S. dollars)*

Source and methodology information

Source Grocery Headquarters; IRI

Conducted by IRI

Survey period 52 weeks ended January 24, 2016

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Grocery Headquarters

Publication date April 2016

Original source State of the Industry Almanac 2016, page 74

Website URL [visit the website](#)

Notes:

* Also includes tofu. Total U.S. sales through supermarkets, drugstores, mass market retailers, military commissaries and select club and dollar retail chains for the 52 weeks ended January 24, 2016.

U.S. retail price of ice cream 1995-2016

Retail price of ice cream (prepack, bulk, regular) in the United States from 1995 to 2016 (in U.S. dollars per 1/2 gallon)

Source and methodology information

Source Bureau of Labor Statistics

Conducted by Bureau of Labor Statistics

Survey period 1995 to 2016

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Bureau of Labor Statistics

Publication date January 2017

Original source bls.gov

Website URL [visit the website](#)

Notes:

Figures as of December of the respective year.

Consumption of ice cream and sherbet in the U.S. 2016

U.S. population: Do you eat ice cream and sherbet?

Source and methodology information

Source Experian (2016 Simmons Profile Report. Copyright 2016 Simmons Research LLC. All rights reserved.); Statista; US Census Bureau

Conducted by Experian

Survey period 2016

Region United States

Number of respondents 323,996*

Age group *n.a.*

Special characteristics *n.a.*

Published by Statista

Publication date September 2016

Original source 2016 Simmons National Consumer Survey (NHCS)

Website URL [visit the website](#)

Notes:

* The figures presented reflect the respective population in the United States. Statista calculated the figures based on the U.S. Census data and Simmons National Consumer Survey (NHCS).

Per capita consumption of frozen dairy products in the U.S. 2000-2015

Per capita consumption of frozen dairy products in the United States from 2000 to 2015 (in pounds)

Source and methodology information

Source US Department of Agriculture; Economic Research Service

Conducted by Economic Research Service; US Department of Agriculture

Survey period 2000 to 2015

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by US Department of Agriculture; Economic Research Service

Publication date April 2016

Original source ers.usda.gov

Website URL [visit the website](#)

Notes:

Frozen dairy products include ice-cream, low-fat ice-cream, sherbet, and other frozen products. Other frozen products include mellorine. May not be comparable over time. Based on estimated resident population plus Armed Forces overseas.

Per capita consumption of ice cream in the U.S. 2000-2015

Per capita consumption of regular ice cream in the United States from 2000 to 2015 (in pounds)*

Source and methodology information

Source Economic Research Service; USDA Foreign Agricultural Service

Conducted by USDA Foreign Agricultural Service; Economic Research Service

Survey period 2000 to 2015

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Economic Research Service; USDA Foreign Agricultural Service

Publication date April 2016

Original source ers.usda.gov

Website URL [visit the website](#)

Notes:

* Regular ice cream. Based on estimated resident population plus Armed Forces overseas.

U.S. per capita consumption of low-fat ice cream 2000 to 2015

Per capita consumption of low-fat ice cream in the United States from 2000 to 2015 (in pounds)

Source and methodology information

Source US Department of Agriculture; Economic Research Service

Conducted by Economic Research Service; US Department of Agriculture

Survey period 2000 to 2014

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Economic Research Service; US Department of Agriculture

Publication date August 2016

Original source ers.usda.gov

Website URL [visit the website](http://ers.usda.gov)

Notes:

Includes small amounts of non-fat ice cream. Based on estimated resident population plus Armed Forces overseas.

U.S. per capita consumption of frozen yogurt 2000-2014

Per capita consumption of frozen yogurt in the United States from 2000 to 2014 (in pounds)

Source and methodology information

Source US Department of Agriculture; Economic Research Service

Conducted by US Department of Agriculture; Economic Research Service

Survey period 2000 to 2014

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by US Department of Agriculture; Economic Research Service

Publication date August 2016

Original source ers.usda.gov

Website URL [visit the website](#)

Notes:

Based on estimated resident population plus Armed Forces overseas.

Per capita consumption of sherbet in the U.S. 2000-2015

Per capita consumption of sherbet in the United States from 2000 to 2015 (in pounds)

Source and methodology information

Source US Department of Agriculture; Economic Research Service

Conducted by US Department of Agriculture; Economic Research Service

Survey period 2000 to 2015

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by US Department of Agriculture; Economic Research Service

Publication date April 2016

Original source ers.usda.gov

Website URL [visit the website](http://ers.usda.gov)

Notes:

Based on estimated resident population plus Armed Forces overseas.

U.S. consumers' rating of frozen when buying foods and beverages 2014

How important is the factor 'frozen' when purchasing foods and beverages?*

Source and methodology information

Source Harris Interactive

Conducted by Harris Interactive

Survey period March 12 - March 17, 2014

Region United States

Number of respondents 2,234

Age group 18 years and older

Special characteristics U.S. adults

Published by Harris Interactive

Publication date June 2014

Original source harrisinteractive.com

Website URL [visit the website](#)

Notes:

* The original question ran as follows: 'When thinking about all of your food and beverage purchases, how important are each of the following to you?' Percentages may not add up due to rounding.

U.S. consumers' importance of frozen when buying groceries by generation 2014

Consumers' importance of the factor 'frozen' when making food and beverage purchases in the United States in 2014, by generation

Source and methodology information

Source Harris Interactive

Conducted by Harris Interactive

Survey period March 12 - March 17, 2014

Region United States

Number of respondents 2,234

Age group 18 years and older

Special characteristics U.S. adults

Published by Harris Interactive

Publication date June 2014

Original source harrisinteractive.com

Website URL [visit the website](#)

Notes:

* The original question ran as follows: 'When thinking about all of your food and beverage purchases, how important are each of the following to you?' The figures display a summary of factors rated as 'very' and 'somewhat' important. Millennials are aged between 18 and 36 years. Gen Xers are aged between 37 and 48 years. Baby Boomers are aged between 49 and 67 years. Matures are older than 68 years.

U.S. consumers' favorite ice cream flavors 2014

Consumers' favorite ice cream flavors in the United States in 2014

Source and methodology information

Source Yahoo; Vision Critical

Conducted by Yahoo; Vision Critical

Survey period 2014

Region United States

Number of respondents 1,051

Age group 13 years and older

Special characteristics *n.a.*

Published by Yahoo

Publication date August 2015

Original source yahoo.com

Website URL [visit the website](#)

Notes:

The source does not provide any information regarding the type of survey.

Ice cream purchases per capita in the U.S. 2013-2016

Average annual per capita purchases of ice cream in the United States from 2013 to 2016

Source and methodology information

Source TABS Analytics; TNS

Conducted by TNS

Survey period August 2016

Region United States

Number of respondents 1,000

Age group 18 years and older

Special characteristics General population

Published by TABS Analytics

Publication date September 2016

Original source 4th Annual Consumer Value Study 2016, page 4

Website URL [visit the website](#)

Notes:

Survey methodology applies to the 2016 survey. Previous years were conducted among equally large samples.

Most eaten types of ice cream and sherbet in the U.S. 2016

U.S. population: Which types of ice cream and sherbet do you eat most often?

Source and methodology information

Source Experian (2016 Simmons Profile Report. Copyright 2016 Simmons Research LLC. All rights reserved.); Statista; US Census Bureau

Conducted by Experian

Survey period 2016

Region United States

Number of respondents 323,996*

Age group *n.a.*

Special characteristics *n.a.*

Published by Statista

Publication date September 2016

Original source 2016 Simmons National Consumer Survey (NHCS)

Website URL [visit the website](#)

Notes:

* The figures presented reflect the respective population in the United States. Statista calculated the figures based on the U.S. Census data and Simmons National Consumer Survey (NHCS).

Most eaten brands of ice cream and sherbet in the U.S. 2016

U.S. population: Which brands of ice cream and sherbet do you eat most often?

Source and methodology information

Source Experian (2016 Simmons Profile Report. Copyright 2016 Simmons Research LLC. All rights reserved.); Statista; US Census Bureau

Conducted by Experian

Survey period 2016

Region United States

Number of respondents 323,996*

Age group *n.a.*

Special characteristics *n.a.*

Published by Statista

Publication date September 2016

Original source 2016 Simmons National Consumer Survey (NHCS)

Website URL [visit the website](#)

Notes:

* The figures presented reflect the respective population in the United States. Statista calculated the figures based on the U.S. Census data and Simmons National Consumer Survey (NHCS).

Ice cream brand preferences in the U.S. 2016, by gender

United States: Brand preferences for ice cream in 2016, by gender

Source and methodology information

Source MSW-ARS Research/The Brand Strength Monitor

Conducted by MSW-ARS Research/The Brand Strength Monitor

Survey period January to June 2016

Region United States

Number of respondents 3,000*

Age group 18 years and older

Special characteristics Respondents aged 18-74

Published by MSW-ARS Research/The Brand Strength Monitor

Publication date August 2016

Original source The Brand Strength Monitor

Website URL [visit the website](#)

Notes:

* Men: n=1.500 Women: n=1.500.