

Ice Cream in US 2017 Market Expected to Grow at CAGR 2.09% and Forecast to 2021

WiseGuyReports.Com Publish a New Market Research Report On – “Ice Cream in US 2017 Market Expected to Grow at CAGR 2.09% and Forecast to 2021”.

PUNE, INDIA, January 6, 2017 /
EINPresswire.com/ --

The analysts forecast the [Ice Cream Market in the US](#) to grow at a CAGR of 2.09% during the period 2016-2020.

The ice cream market in the US comprises the take-home, impulse, and artisanal ice cream segments. The take-home ice cream segment led the market in 2015 with a 63.75% share. Increases in disposable income and impulse purchases, the introduction of new flavors, and consumption of ice-cream as a snack drive the consumption of ice cream products.

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Covered in this report

The report covers the present scenario and the growth prospects of the Ice Cream Market in the US for 2016-2020. To calculate the market size, the report considers the revenue generated through sales of ice cream through retail stores such as supermarkets and hypermarkets, specialist retailers, convenience stores, service stations, and others (cash-and-carry retailers, vending machines, discounters).

The report, Ice Cream Market in the US 2016-2020, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects over the coming years. The report also includes a discussion of the key vendors operating in this market.

Key vendors

- Ben & Jerry's
- Blue Bell Creameries
- Nestlé USA



- Turkey Hill
- Unilever USA
- Wells Enterprises

Amy's Ice Creams, Bliss Unlimited, Kroger Co, Klondike, Lucerne Foods, Marina ice cream, Mikawaya, Oregon Ice Cream, Rich Ice Cream, Three Twins Ice Cream, Tillamook, and Weight Watchers International.

Other prominent vendors

- Amy's Ice Creams
- Bliss Unlimited
- Kroger Co
- Klondike
- Lucerne Foods
- Marina Ice Cream
- Mikawaya
- Oregon Ice Cream
- Rich Ice Cream
- Three Twins Ice Cream
- Tillamook
- Weight Watchers

Market driver

- Increased demand for private-label products
- For a full, detailed list, view our report

Market challenge

- Increased competition from frozen yogurt brands
- For a full, detailed list, view our report

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Market trend

- Increased demand for premium ice cream products
- For a full, detailed list, view our report

Key questions answered in this report

- What will the market size be in 2020 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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- Increased competition from frozen yogurt brands
- Increase in health-conscious consumers
- Aggressive price-cutting strategies by retailers

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