

Frozen Dessert

What's the latest scoop? The ice cream market has high growth projections, with frozen novelties taking the lead in the category. Read this report to see how the landscape is rapidly evolving and how we can inspire your next creation.



+10%

forecasted dollar sales growth of the ice cream & frozen novelties market between '24-'28*

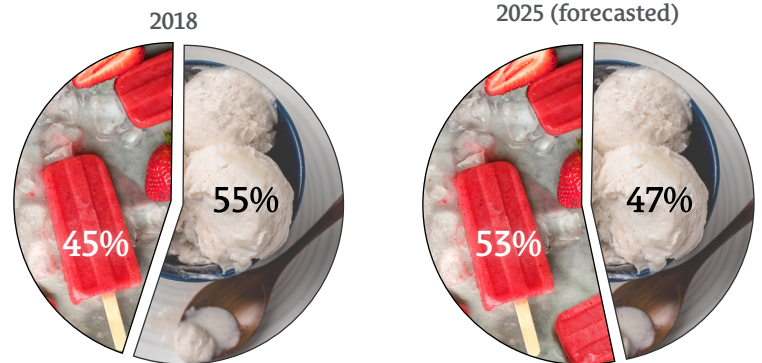
3 out of 4

consumers find store brand offerings just as exciting as name brand*

75%

of consumers agree that trying unique flavors is a fun experience*

Frozen novelties forecasted to surpass ice cream market share**



Consumers still enjoy classic flavors, but unique flavors are also an opportunity for further exploration. They believe store brands are on par with name brands in terms of innovation. Innovation is brought to life in new flavors or established flavors in reimagined formats.

Top Flavors of U.S. Launches

Dairy-Based Ice Cream & Frozen Yogurt

1. Milk Chocolate
2. Vanilla
3. Fudge
4. Strawberry
5. Chocolate Chip
6. Mint
7. Caramel
8. Cookie
9. Cookie & Cream
10. Peanut Butter

Water-Based Novelties

1. Strawberry
2. Mango
3. Cherry
4. Blue Raspberry
5. Berry
6. Fruit
7. Orange
8. Lemon
9. Lime
10. Punch

Flavors with High Growth Momentum

- Shortcake
- Churro
- Apple Pie
- Tiramisu
- Stroopwafel
- Cookie Dough
- S'mores
- Birthday Cake

Innova New Product Launches, US, Past 1 year ending 10/1/2024
Dairy Based Ice Cream & Frozen Yogurt; Water Based Ice Lollies, Pop & Sorbet

Mintel Flavorscape AI, Dairy based Ice Cream and Frozen Yogurt flavors with high growth momentum, U.S. October 2024

*Mintel Ice Cream & Frozen Novelties US 2024 Report

** Mintel, US: total retail sales and forecast of ice cream and frozen novelties, at current prices

COMFORTING CREATIONS

68% of U.S. frozen dessert consumers claim that when they have a craving for sweet treats it is often nostalgic*. Many frozen dessert product launches have leveraged classic, comforting flavors to inspire fun twists on new flavors and formats.

*Proprietary McCormick Flavor Solutions Sweet Craving Study survey, 2024

Pez Flavored Ice Cream:
the iconic childhood candy-inspired treat is now available in a frozen format. Flavors: Lemon and Strawberry. Aug '24



Fudge n'Vanilla French Fry Pop:
Ore-Ida and goodpop collaborated to turn the fun french fry and ice cream combination into a sweet and salty treat. July '24



Flavor Inspiration...

- Root Beer Float
- Banana Split
- Orange Creamsicle
- Cotton Candy

ELEVATE & INDULGE

There is a growing trend toward premiumization in the frozen dessert segment. Ways to increase value perception and offer an elevated experience to consumers are to add decadent mix-ins, multiple layers, use high quality ingredients, or offer a unique flavor.



Tillamook launches a Chocolate Collection. Feb '24



Biscoff frozen treats. Aug '24

Flavor Inspiration...

- Salted Caramel Brownie
- Strawberry Cheesecake
- Birthday Cake Batter
- Chocolate Truffle

LITTLE TREAT CULTURE

With over 14 million posts under "little treat culture" on TikTok, Gen Z consumers have created a term for rewarding themselves with something small for completing everyday tasks. Brands can launch smaller sized packages of indulgent products to align with this trend and capitalize on new use occasions, particularly appealing to younger consumers.



Oreo Mint Sandwiches. March '24



Talenti Mini Sorbetto Bars. Jan '24



M&M's Fun Cups. Jan '24

MEDIA COLLABORATIONS

Media collaborations and brand partnerships have been popular in 2024. These collaborations are an opportunity for brands to drive excitement, promote brand awareness, and build credibility.



Häagen-Dazs partnered with Paramount Consumer Products to celebrate the season 4 premiere of the Netflix series, **Emily in Paris**. Aug '24



Noah Kahan joined forces with Ben & Jerry's to create a limited time offering inspired by one of his hit songs. Sept '24



Snoop Dogg's ice cream line Dr. Bombay launched three new flavors: Baked Blueberry Muffin, Peanut Butter Jelly Time, Strawberry Cream Dream. July '24