



**IDFA**  
International  
Dairy Foods Association



# Ice Cream & Frozen Novelty Trends Survey

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June 2022

# Background & Methodology

## Objective

Survey ice cream processors and retailers (scoop shops) and consumers to provide a national read on popular ice cream flavors and industry trends

## Target Audience

- Members of IDFA and the North American Ice Cream Association
- US consumers who consumed ice cream in the last month

## Methodology

Email invitations and links sent by IDFA and NAICA to appropriate members to complete an online survey. RAI surveyed ice cream consumers online via panel sample on nationwide basis.

10-minute surveys completed in May-June 2022





# Summary and Infographics



# The Big Things

## Members



**3 in 4** members say **families** are their largest ice cream consuming group



**July**

is the busiest month for ice cream production/consumption



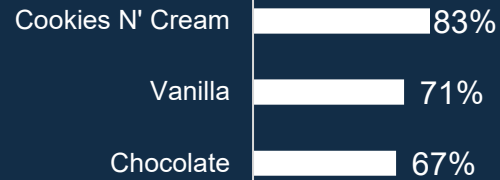
### Price of Ingredients

is the most impactful factor to **54%** of members in the future

**33%** already use some sustainable packaging solutions



### Most Popular Selling Flavors



**Premium Ice Cream** is the most popular product for **58%** of members



**2 in 3** consumers say they eat ice cream **as a treat**

**84%** buy ice cream at a grocery store and eat at home

**75%** like to choose from a variety of ice cream products



### Most Favorite Flavors



**Regular Ice Cream** is the most popular product for consumers

## Consumers

# The Big Things: Members



## Production, Distribution Trends



**Families** are the primary customer group



Most members market products at **local** level

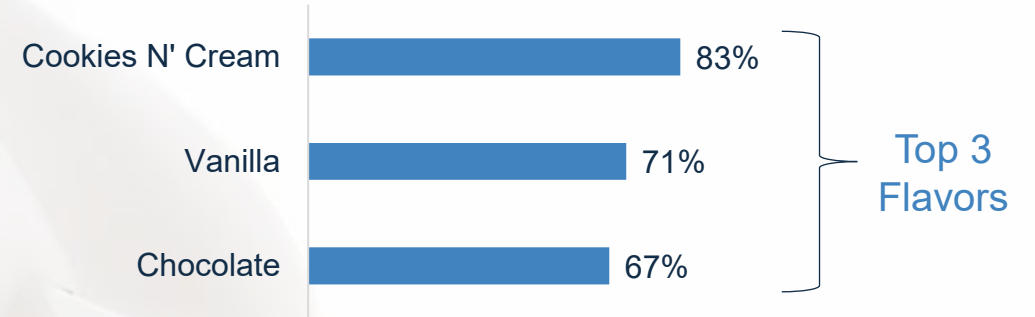


**July** is the busiest month for ice cream production/consumption

## Industry Trends



### Most Popular Selling Ice Cream Flavors



**Premium Ice Cream**  
is the most popular



**Non-dairy Ice Cream**  
is increasing in demand



**Sandwich**  
is the best-selling novelty



**Pecan**  
Popular nut flavoring



**Strawberry**  
Popular fruit



**Cookies**  
Popular confection



**Cup**  
Popular container



**Fudge**  
Popular topping sauce



**Sprinkles**  
Popular dry topping

# The Big Things: Consumers



## Reasons Why Consumers Eat Ice Cream

**67%**

As a treat

**57%**

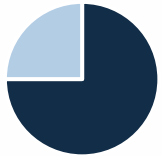
To satisfy a sweet tooth

**67%**

As dessert



## Consumer Preferences/Consumption



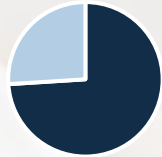
**75%** like to choose from a variety of flavors and ice cream products



**74%** often have ice cream as dessert or indulgence



**55%** like to try innovative or exotic ice cream flavors



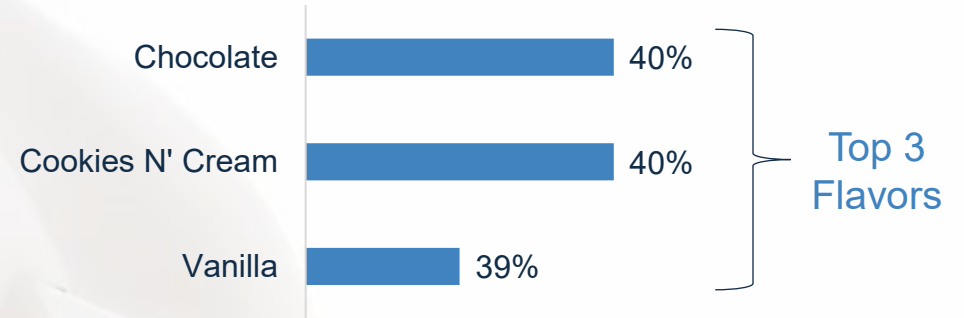
**47%** consider themselves a health-conscious person

**84% of consumers** buy ice cream at a grocery store, eat at home

**73% of consumers** eat ice cream in the evening or late at night



## Favorite Ice Cream Flavors & Products



Top 3 Flavors



**Regular Ice Cream** is the most popular



**Cone** is the best-selling novelty



**Pecan**  
Favorite nut flavoring



**Strawberry**  
Favorite fruit



**Brownies**  
Favorite confection



**Bowl**  
Popular container



**Chocolate**  
Popular topping sauce



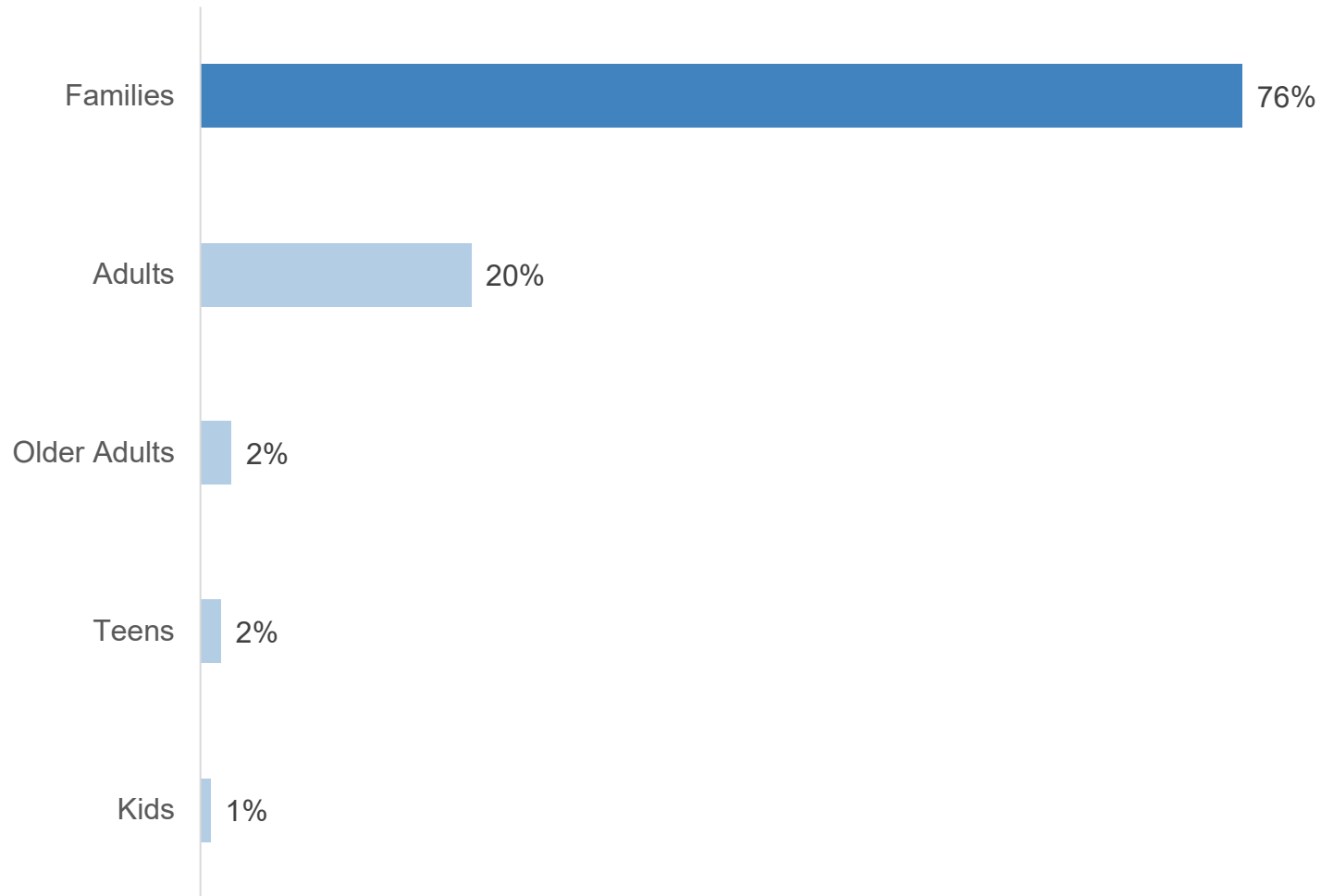
**Nuts**  
Popular dry topping



# Key Findings: Members

# Families are the primary customer group for three in four members.

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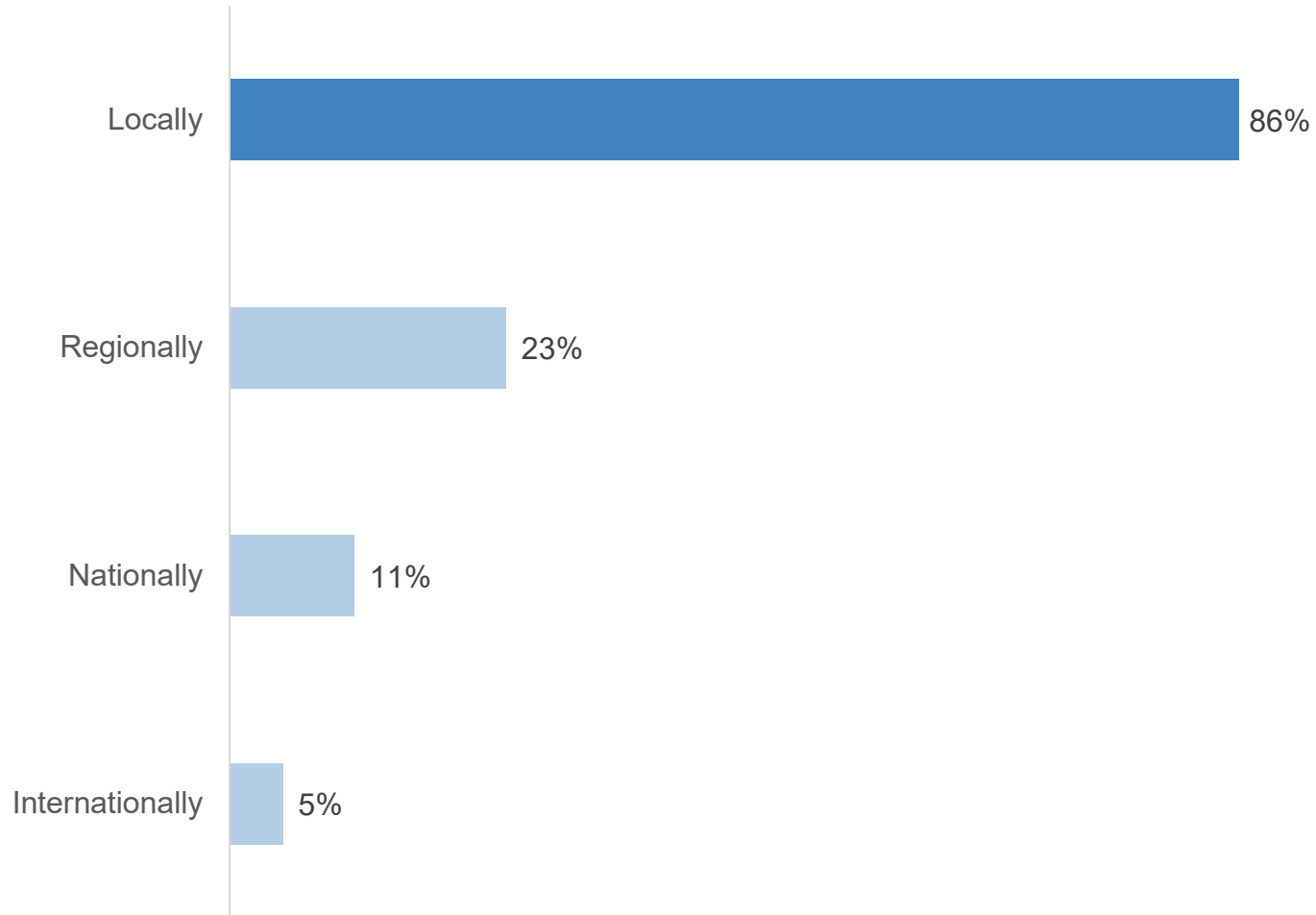


Q7. What group describes your biggest ice-cream eating age group? | n=132 Members





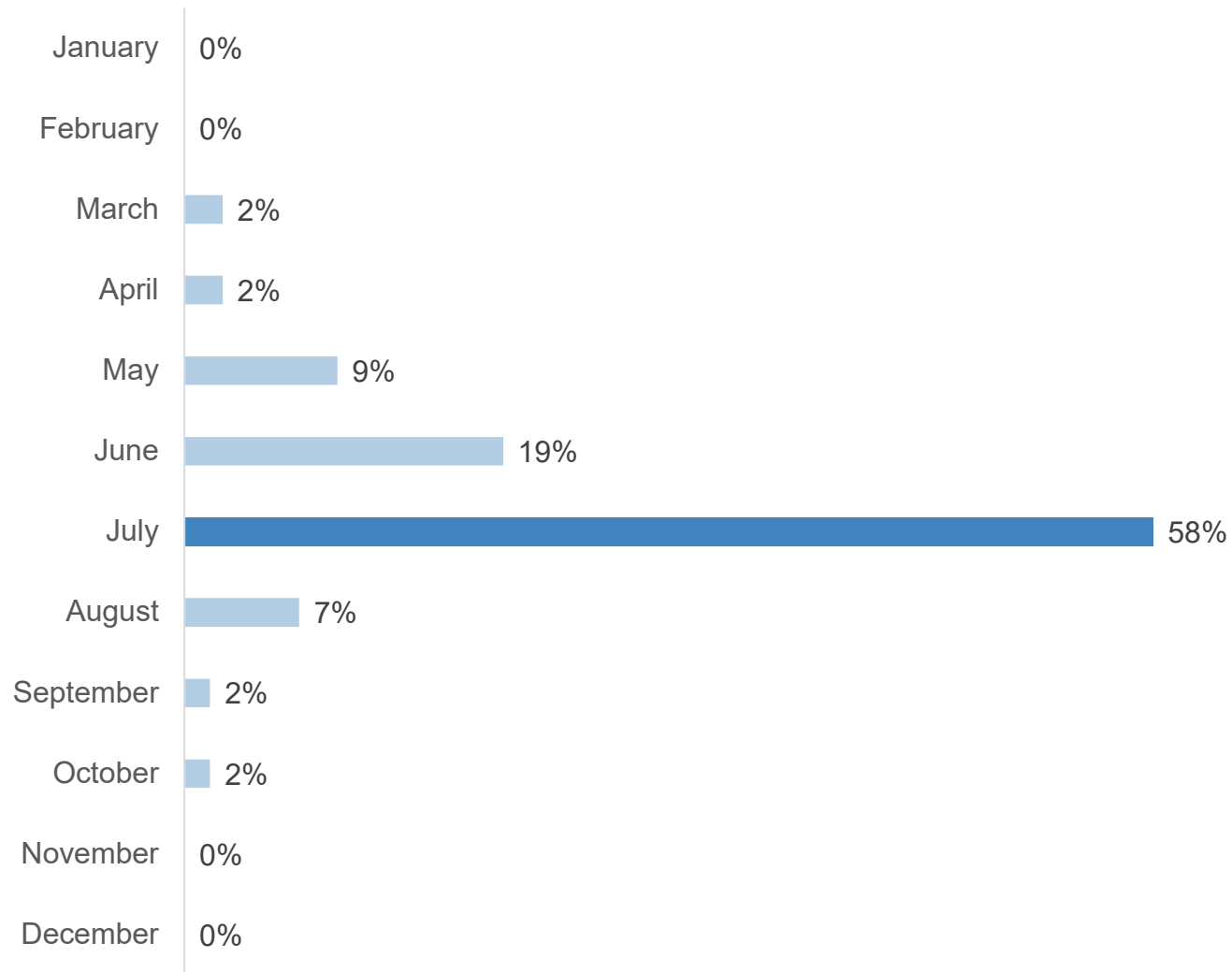
# Marketing is primarily done on a local level.



Q8. Where do you market your products? | n=132 Members



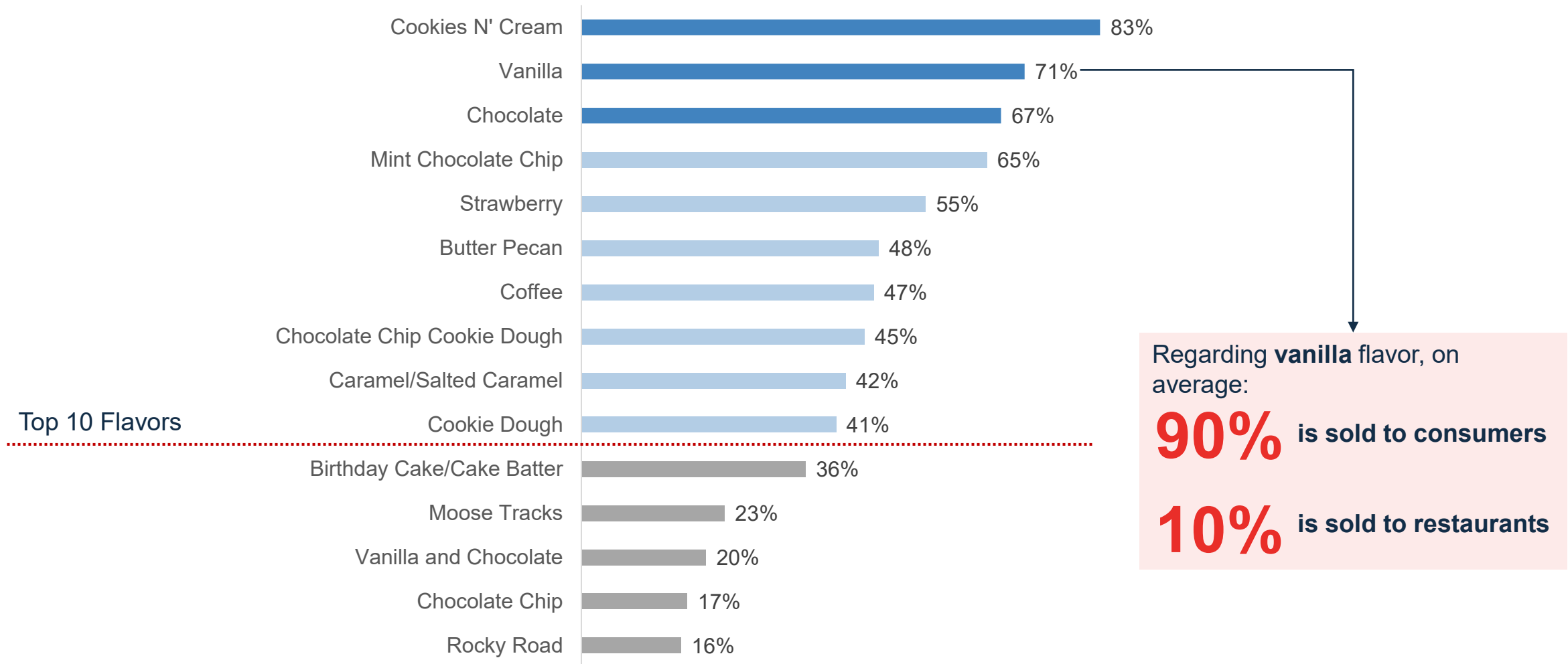
# July is the busiest production month.



Q9. What is your busiest month for ice cream production or ice cream retailing? | n=132 Members



Cookies n' cream is the most popular selling flavor, followed by vanilla and chocolate. On average, 90% of vanilla ice cream is sold to consumers.



Q10. Below is a list of ice cream flavors. Which ten flavors are your most popular-selling flavors? | n=132 Members

Q11a. What percent of the vanilla ice cream flavor that you sell, is sold to restaurants and what percent is sold to consumers? Your best estimate is fine. | n=132 Members

# Most daring or creative flavors: Hot Flavors, Cool Treats

*“Lil’ Blue Panda” “Motor Oil” “Pub Crawl”*

*“Twinkie” “Horchata”*

*“Spumoni”*

*“Coffee Caramel Crunch” “Licorice”*

*“Ball Park Crunch”*

*“Beer Breathe”*

*“Green Apple” “Pancho Van Dyke”*

*“Garbage Can®”*

*“S#\*t Just Got Serious”*

*“Exhausted Parent”*

*“Cone-y pretzel whirl”*

*“Everything But the Kitchen Sink”*

*“Kitty Kitty Bang Bang”*

*“Honey Roasted Peanut”*

*“Black Licorice”*

*“Fireball” “Peanut Butter Banana”*

*“Sea Salt Honeycomb Toffee”*

*“Snow Cream” “Midnight Snack”*

*“Nutella Cookie Crunch”*

*“Earl Grey Raspberry Stracciatella”*

*“Saffron”*

*“Pineapple and Basil”*

*“Lemon Poppy Seed”*

*“Red White and Blue Berry Crumble”*

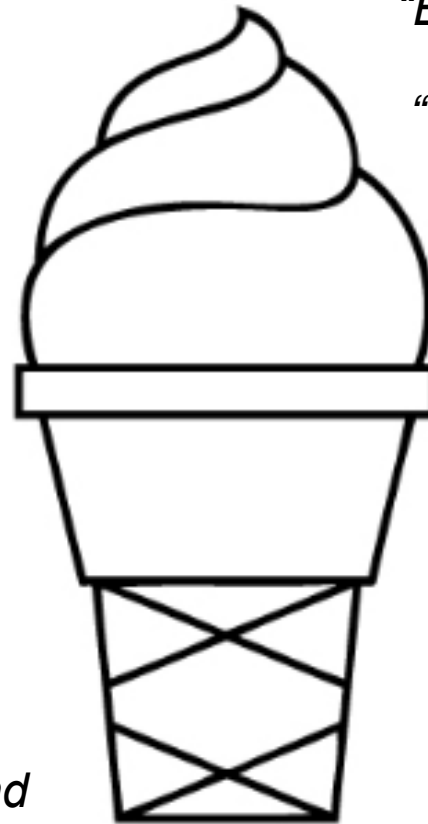
*“Chococado”*

*“Captain Crunch”*

*“Chile Lime Mango”*

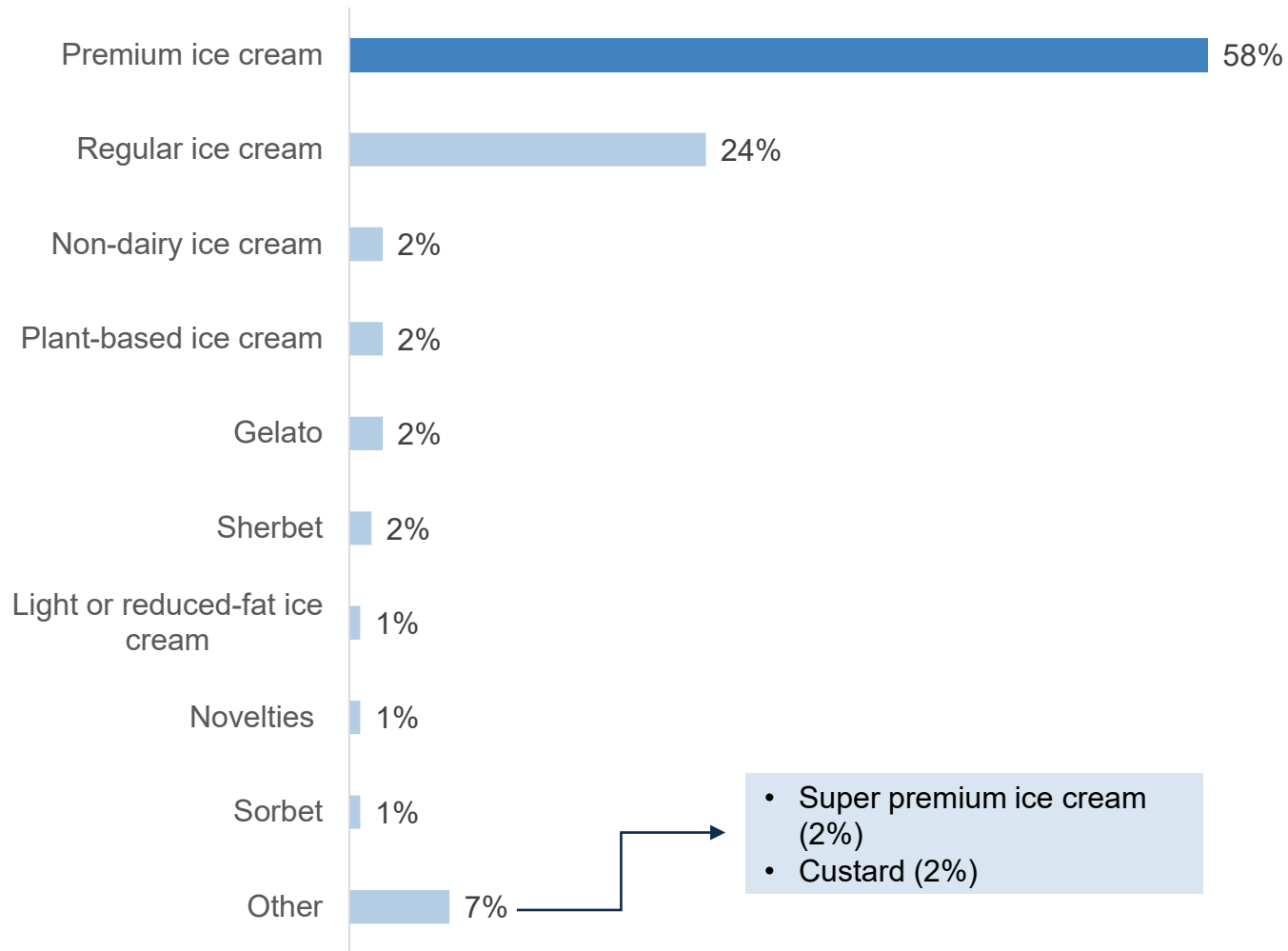
*“Mango with Soursop”*

*“Thai Coconut”*



Q12. What is your most daring or creative flavor in your current products lineup? | n=132 Members

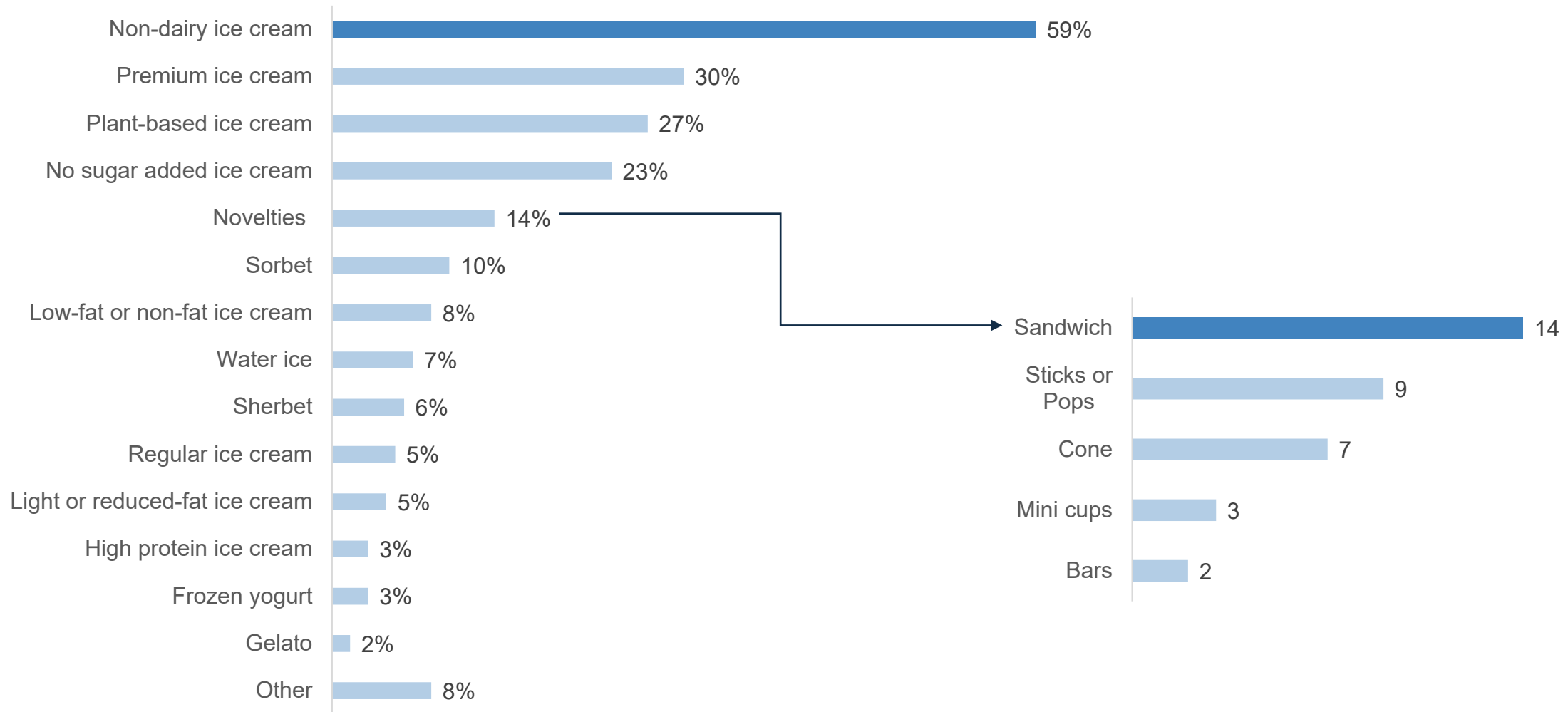
# Premium ice cream is most popular among consumers.



Q15. Which product is most popular with your consumers? | n=132 Members



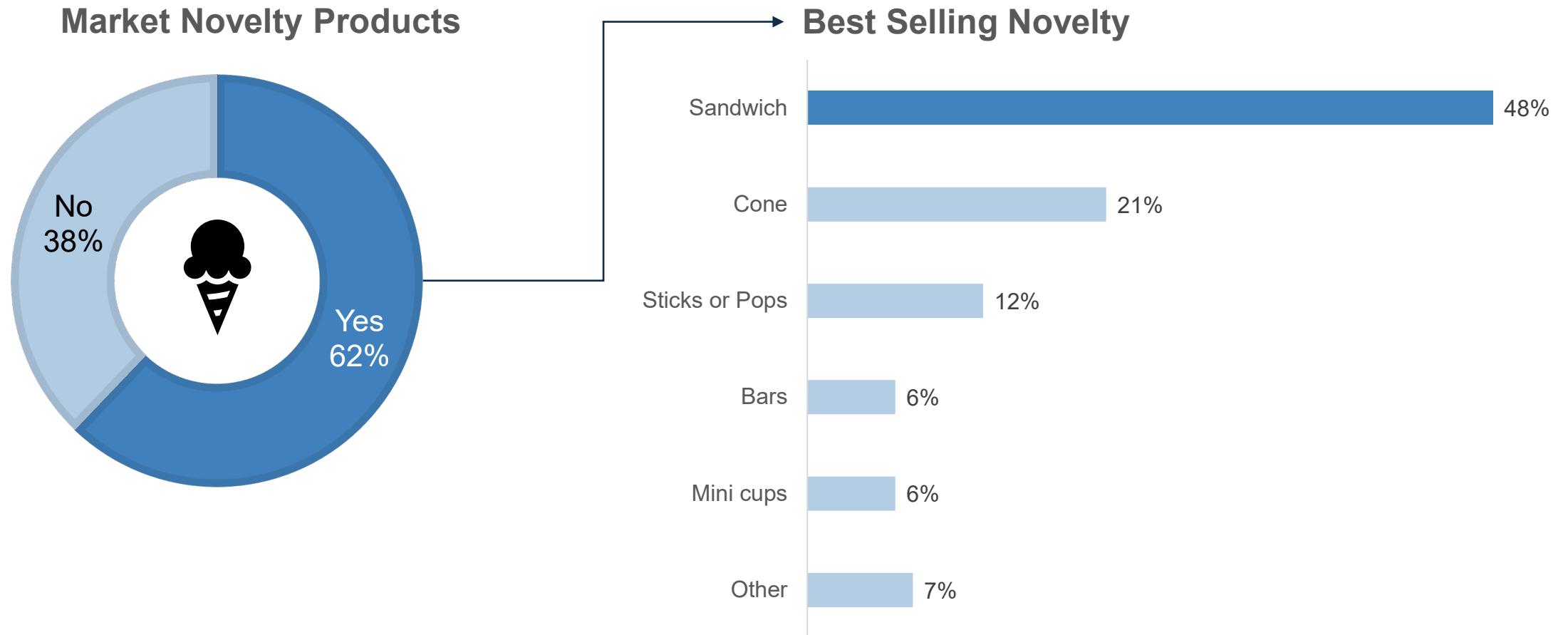
# Three-fifths are seeing increased demand for non-dairy ice cream. As a novelty, demand for the sandwich is increasing.



Q16. Are you seeing increased demand in any of these product categories? | n=132 Members

Q17. For which novelties are you seeing increased demand? | n=18 Members (Those who see increased demand in novelties) \*Caution: Low base

# Sandwich is the best-selling novelty product.

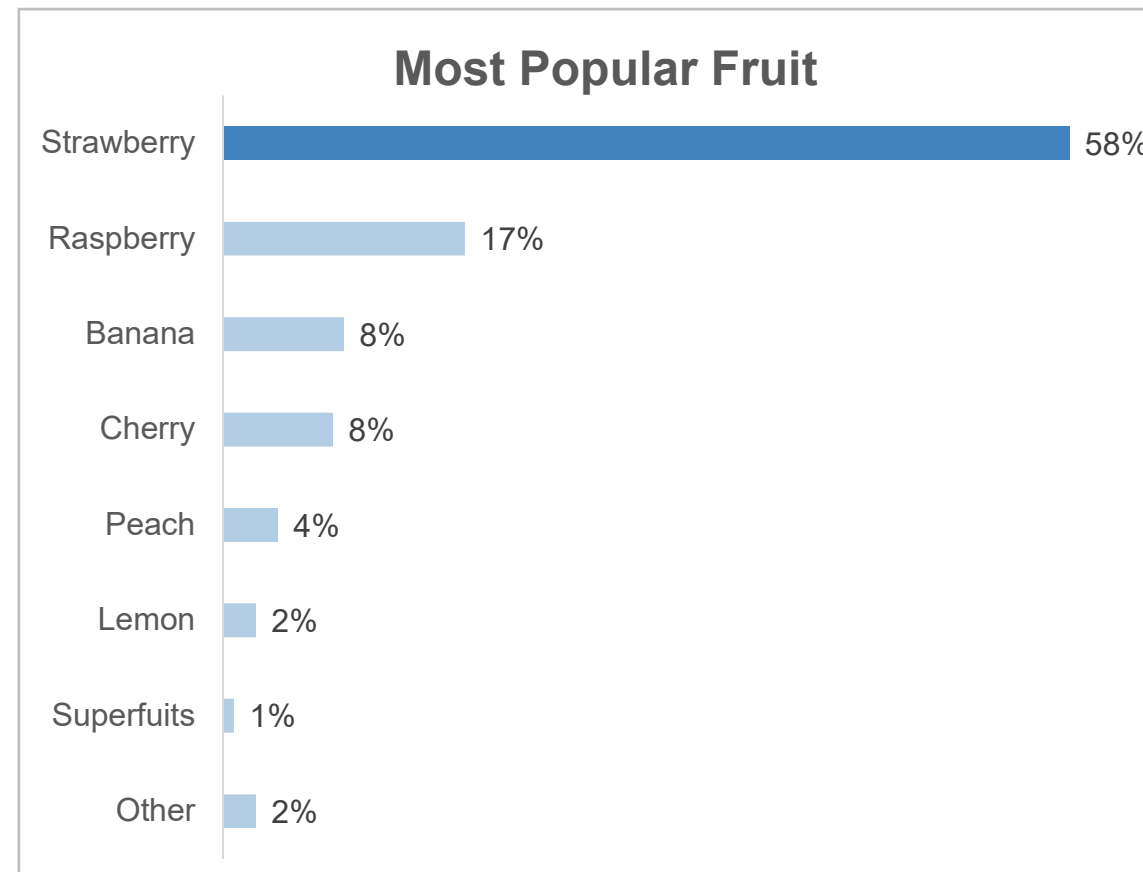
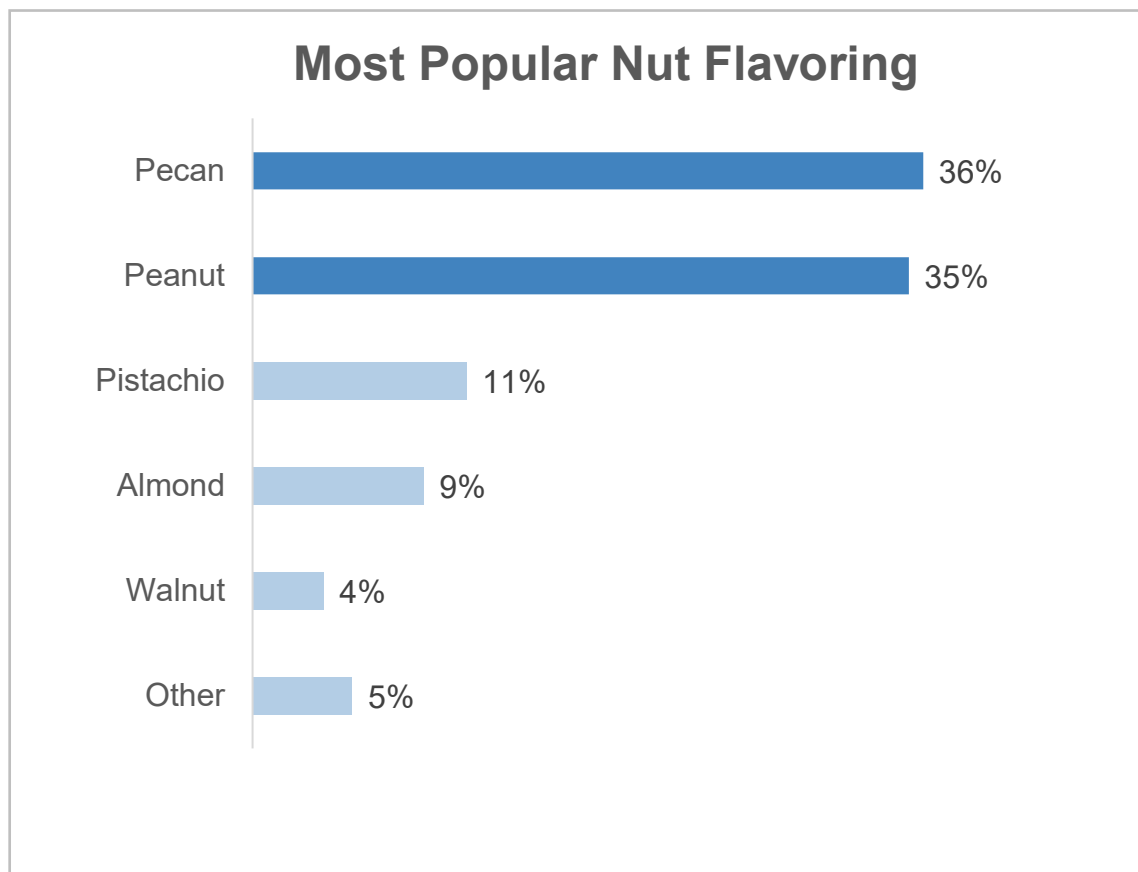


Q13. Does your company market ice cream novelty products (cones, sandwiches, bars, sticks, mini cups)? | n=132 Members

Q14. What is your bestselling novelty? | n=82 Members (*Those who market ice cream novelty products*)

Pecan and peanut are the most popular nut flavorings. Strawberry is the most popular fruit.

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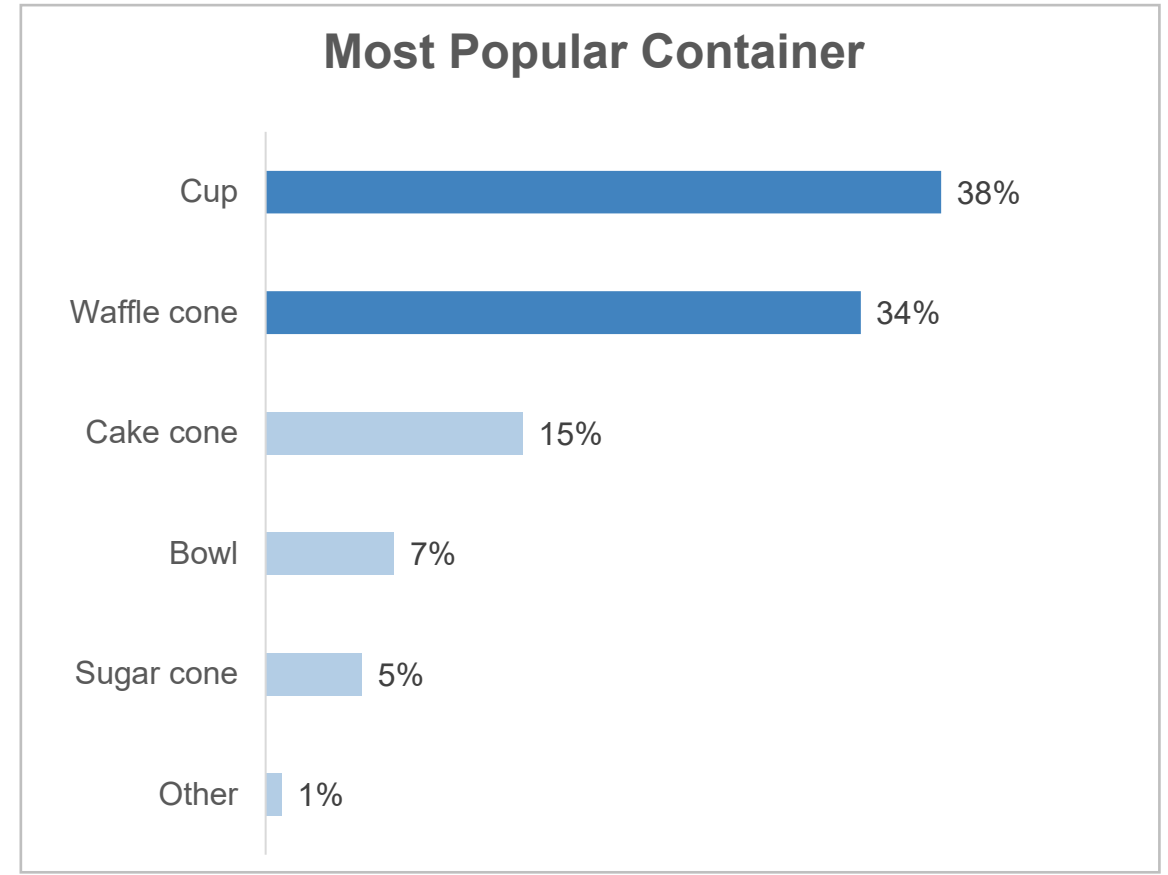
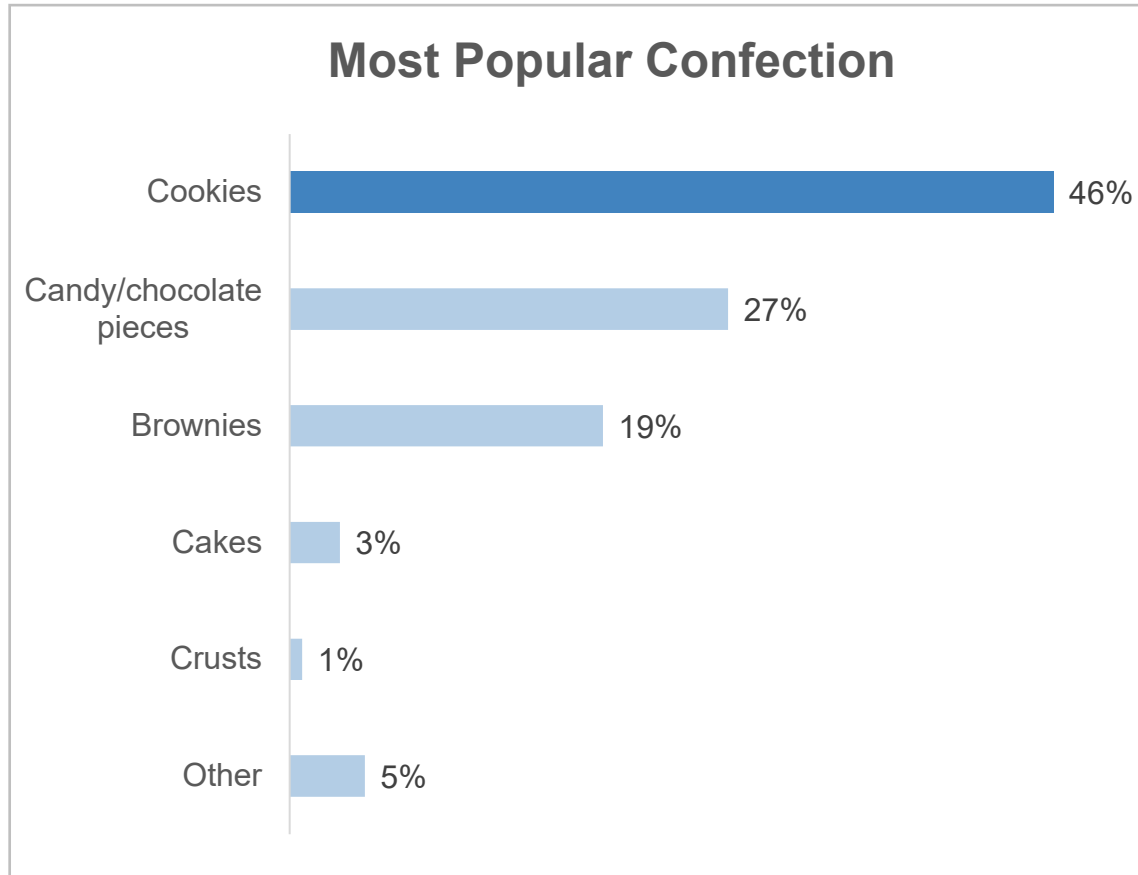
Q18. Which nut (or nut flavoring) is most popular in your company's ice cream and frozen desserts? | n=132 Members

Q19. Which fruit is most popular in your company's ice cream and frozen desserts? | n=132 Members



Cookies are the most popular confection. Cups and waffle cones are top popular containers.

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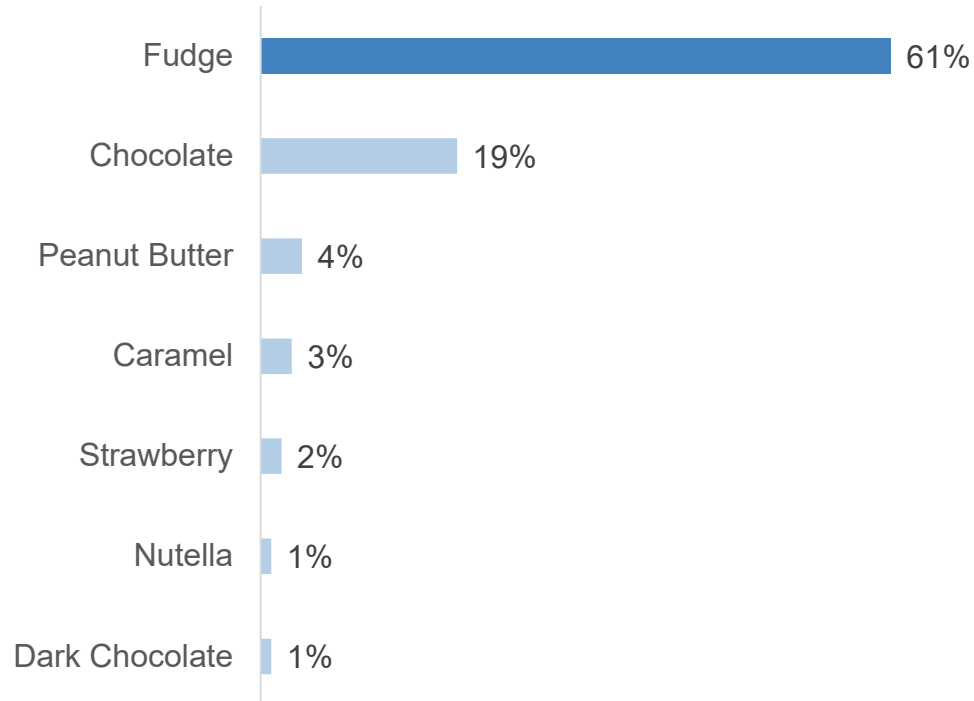


Q20. What confection is most popular in your company's ice cream and frozen desserts? | n=132 Members

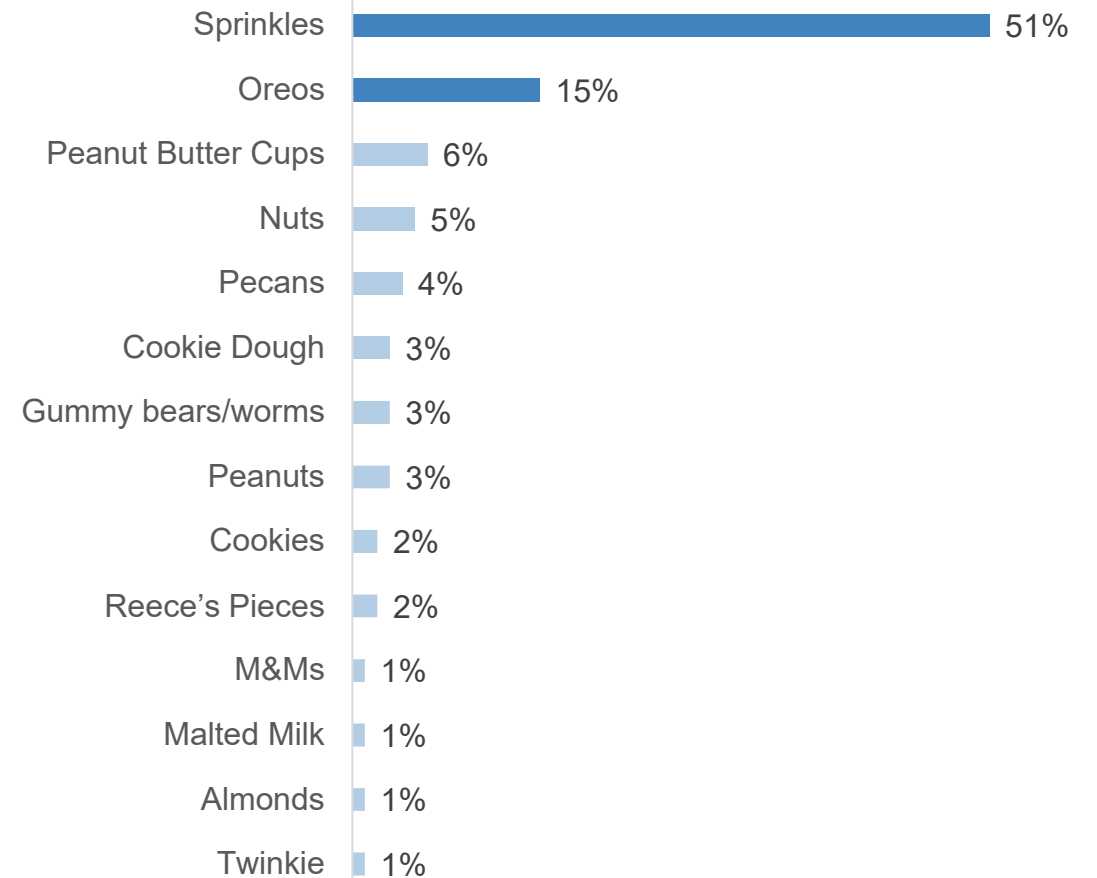
Q21. At your dipping shops, which is the most popular container? | n=110 Members *(Those who are retailers/scoop shops only or both retailers and processors)*

At dipping shops, fudge is the most popular topping sauce and sprinkles are the most popular dry topping.

### Popular Topping Sauce



### Popular Dry Topping



Q22. At your dipping shops, which topping sauce is most popular? | n=110 Members (Those who are retailers/scoop shops only or both retailers and processors)

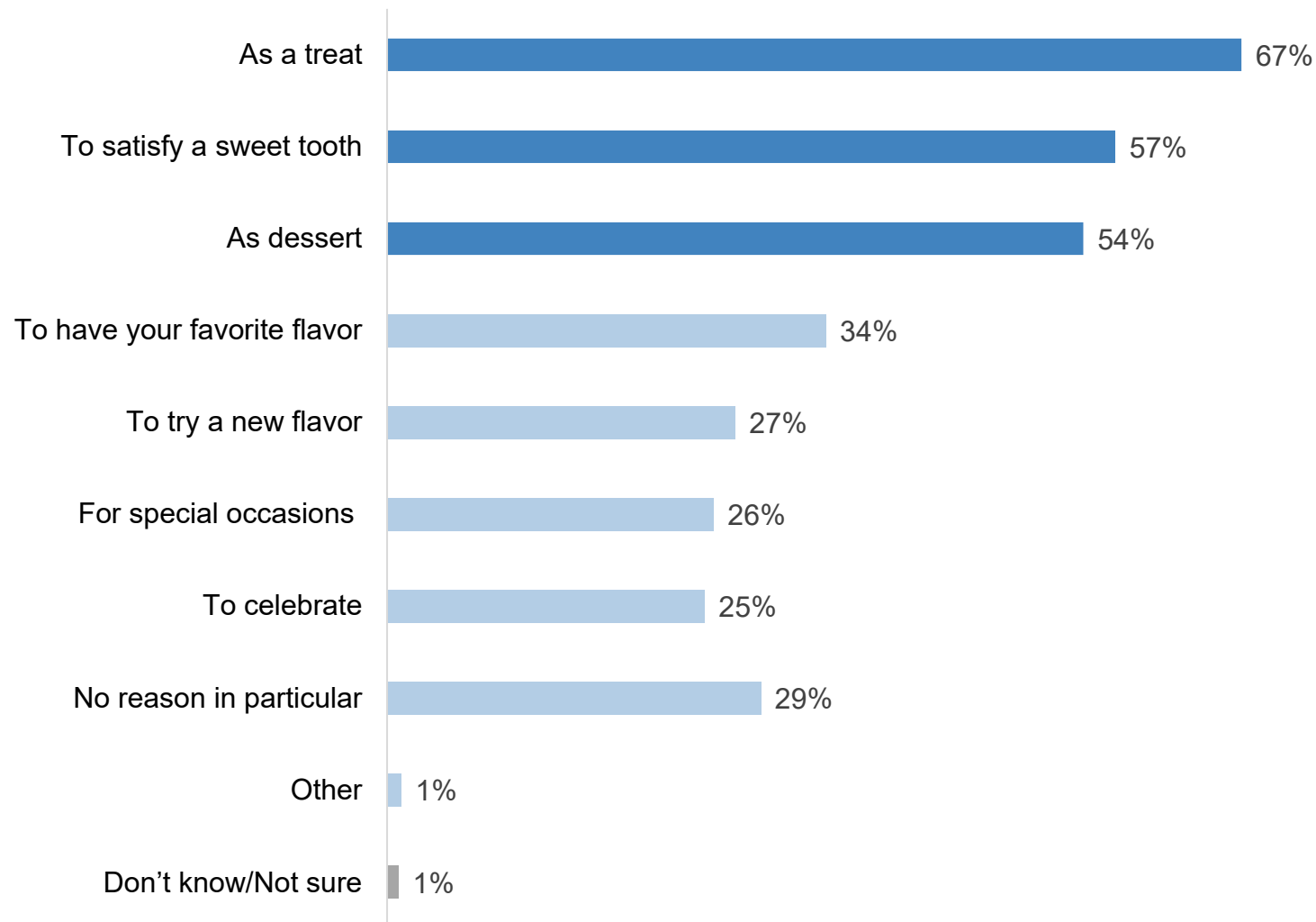
Q23. At your dipping shops, which dry topping is most popular? | n=110 Members (Those who are retailers/scoop shops only or both retailers and processors)



# Key Findings: Consumers

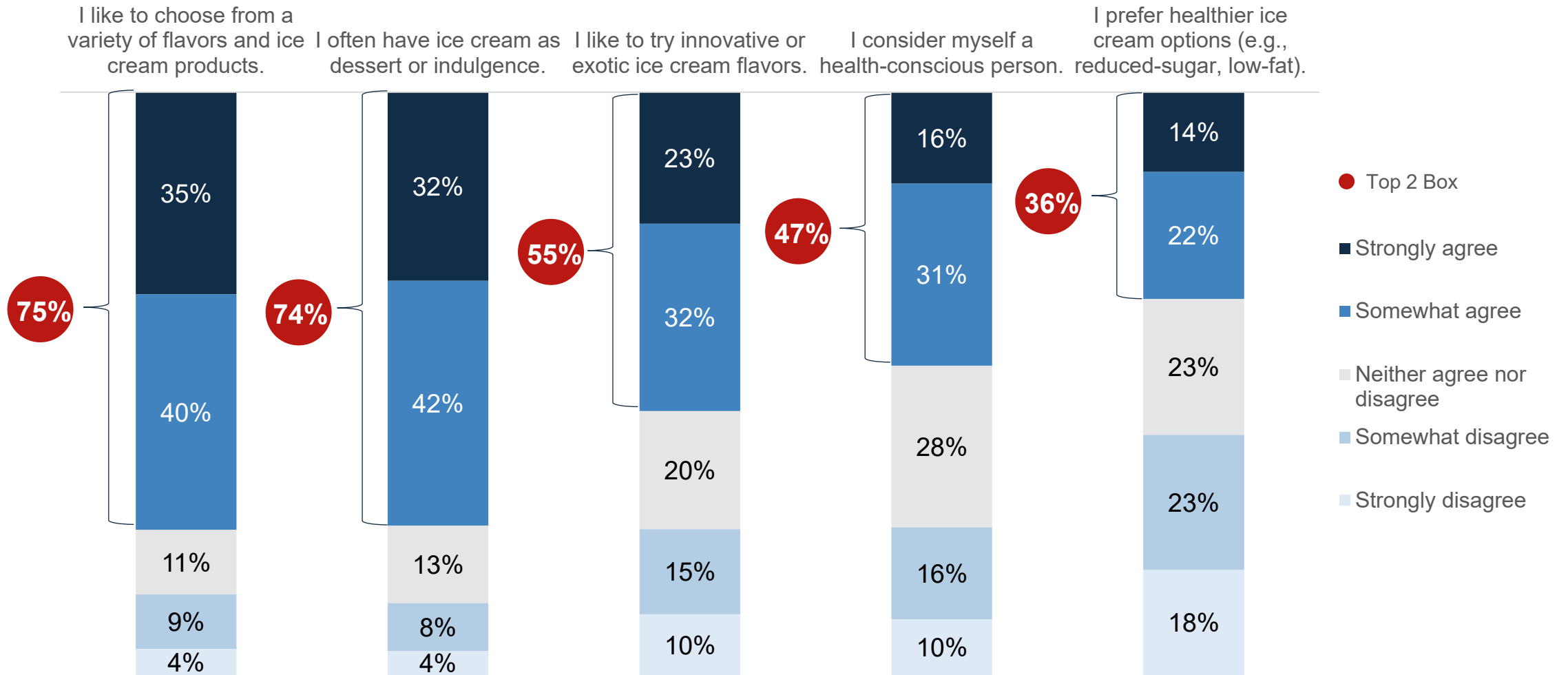
Most consumers typically eat ice cream as a treat. More than half of consumers also eat ice cream to satisfy a sweet tooth or as a dessert.

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Q29. What is the main reason, if any, you typically eat ice cream or frozen products? | n=1002 Consumers

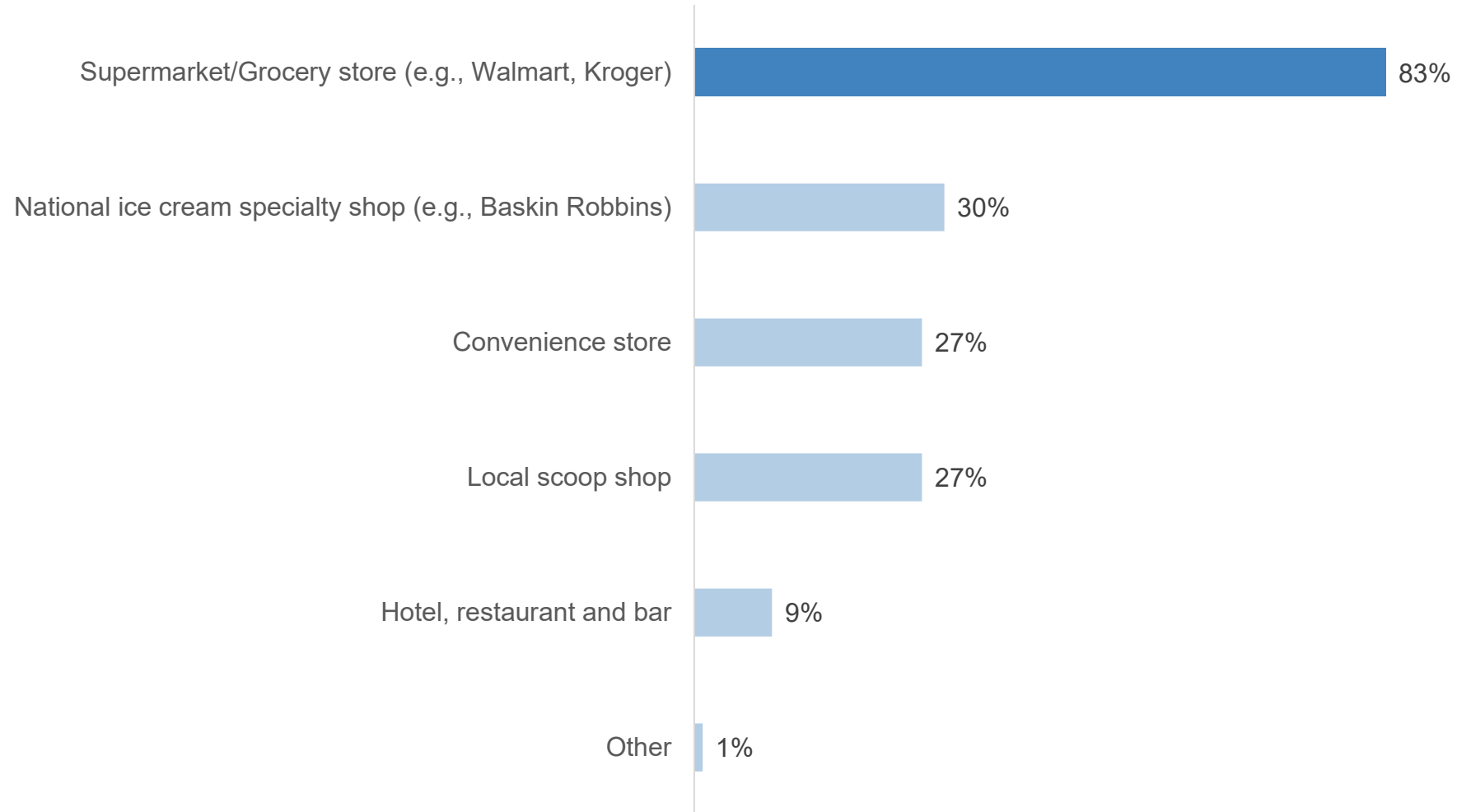
# Three in four consumers like to choose from a variety of ice cream flavors and products and often have ice cream as a dessert or indulgence.



Q31. Below is a list of statements about ice cream consumption. Please select the extent to which you agree or disagree with these statements: | n=1002 Consumers

# Most consumers buy ice cream from a supermarket or grocery store.

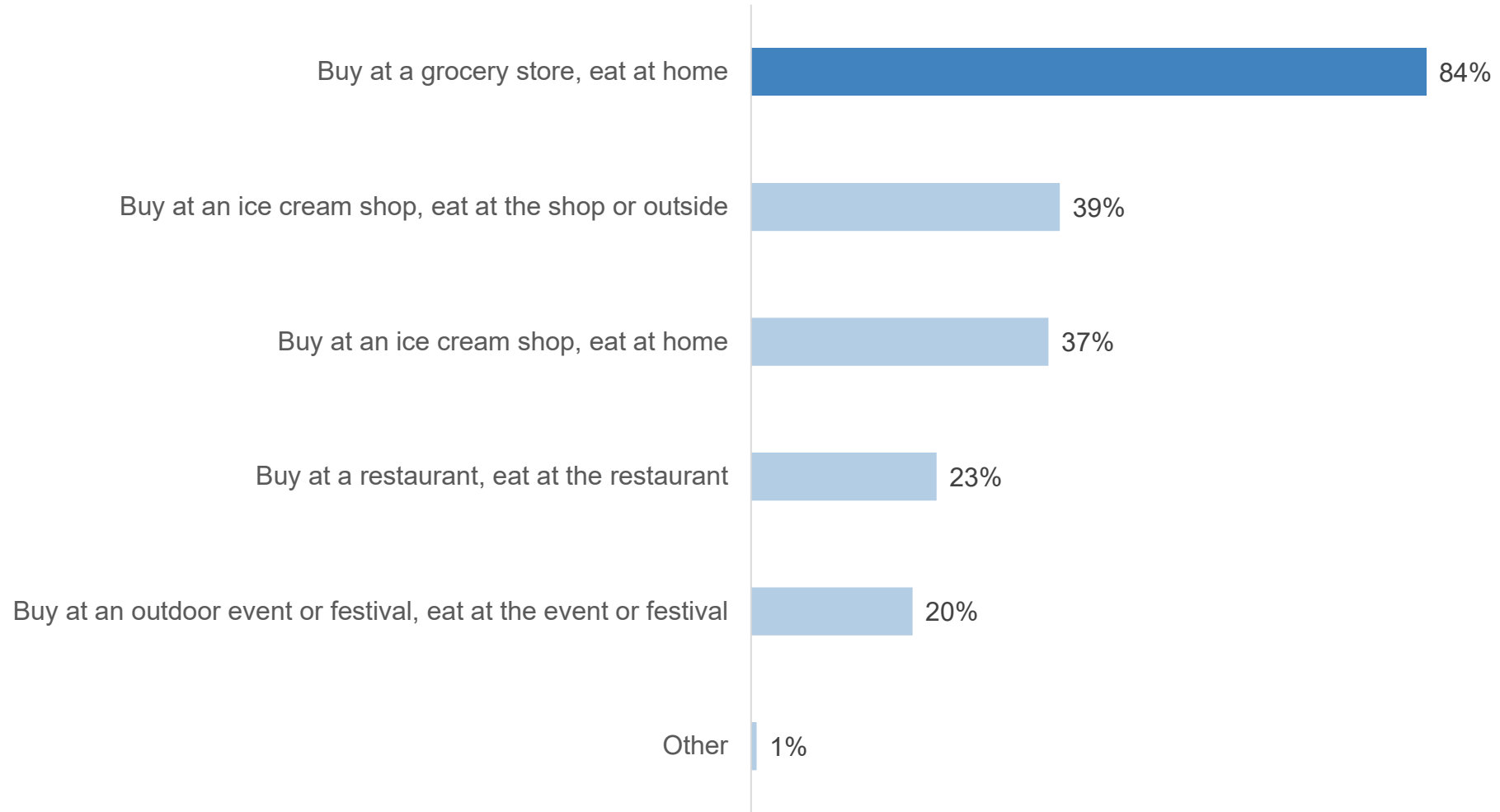
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Q42. Where do you typically buy your ice cream products? | n=1002 Consumers

# Most consumers buy ice cream at a grocery store and eat it at home.

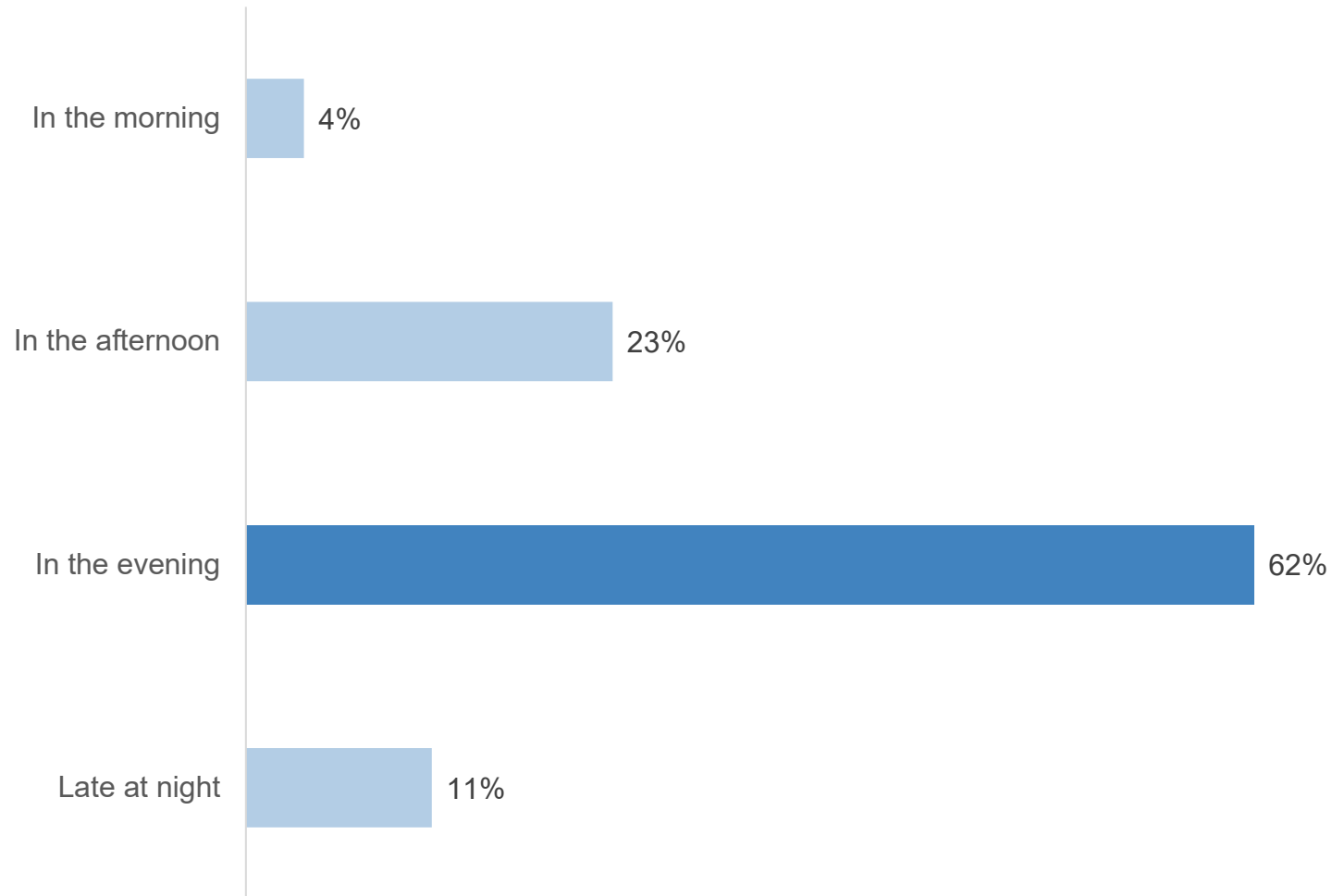
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Q30. How do you typically consume your ice cream or frozen product?| n=1002 Consumers

# Two out of three respondents consume ice cream in the evening.

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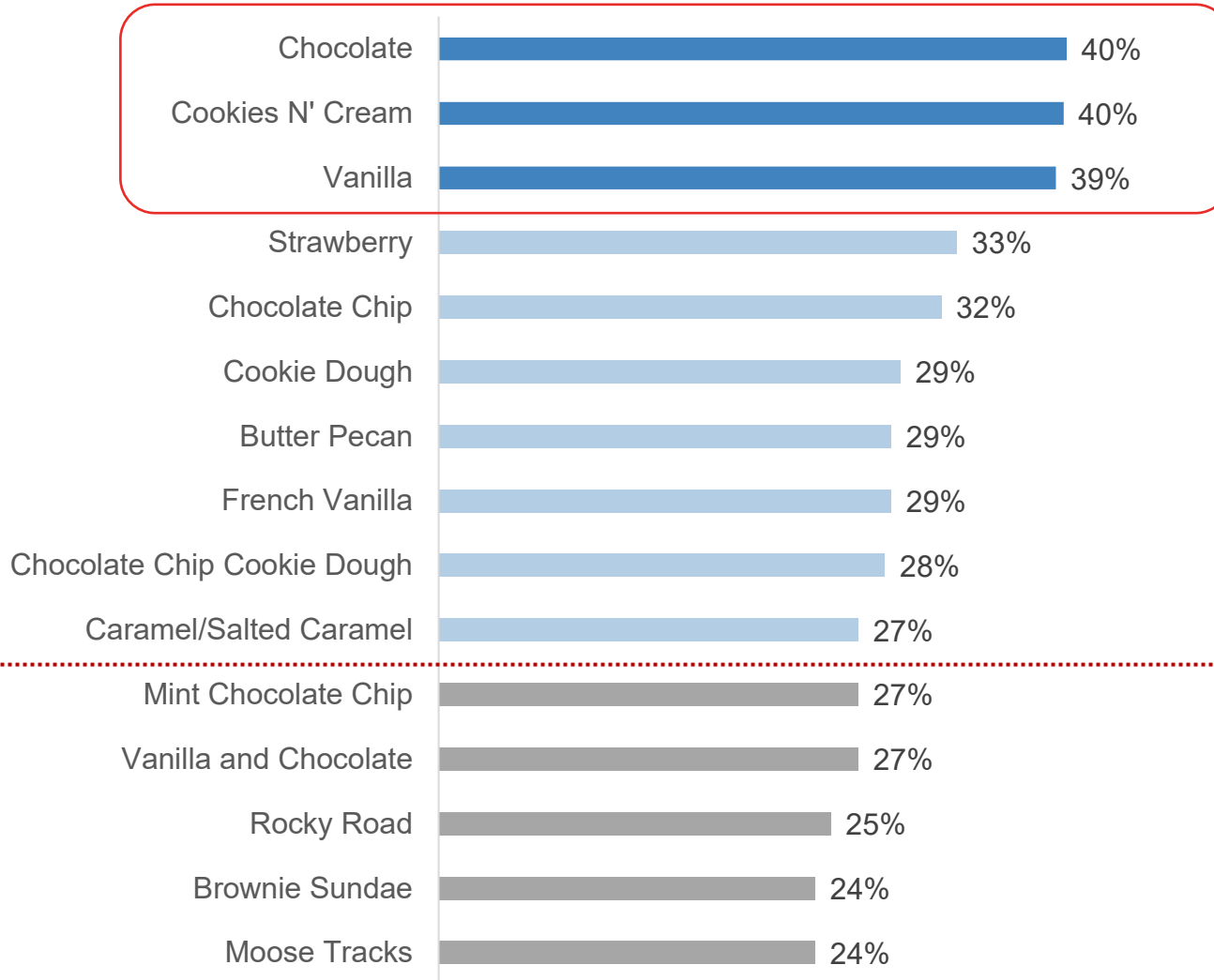


Q44. When do you typically eat ice cream during the day? | n=1002 Consumers





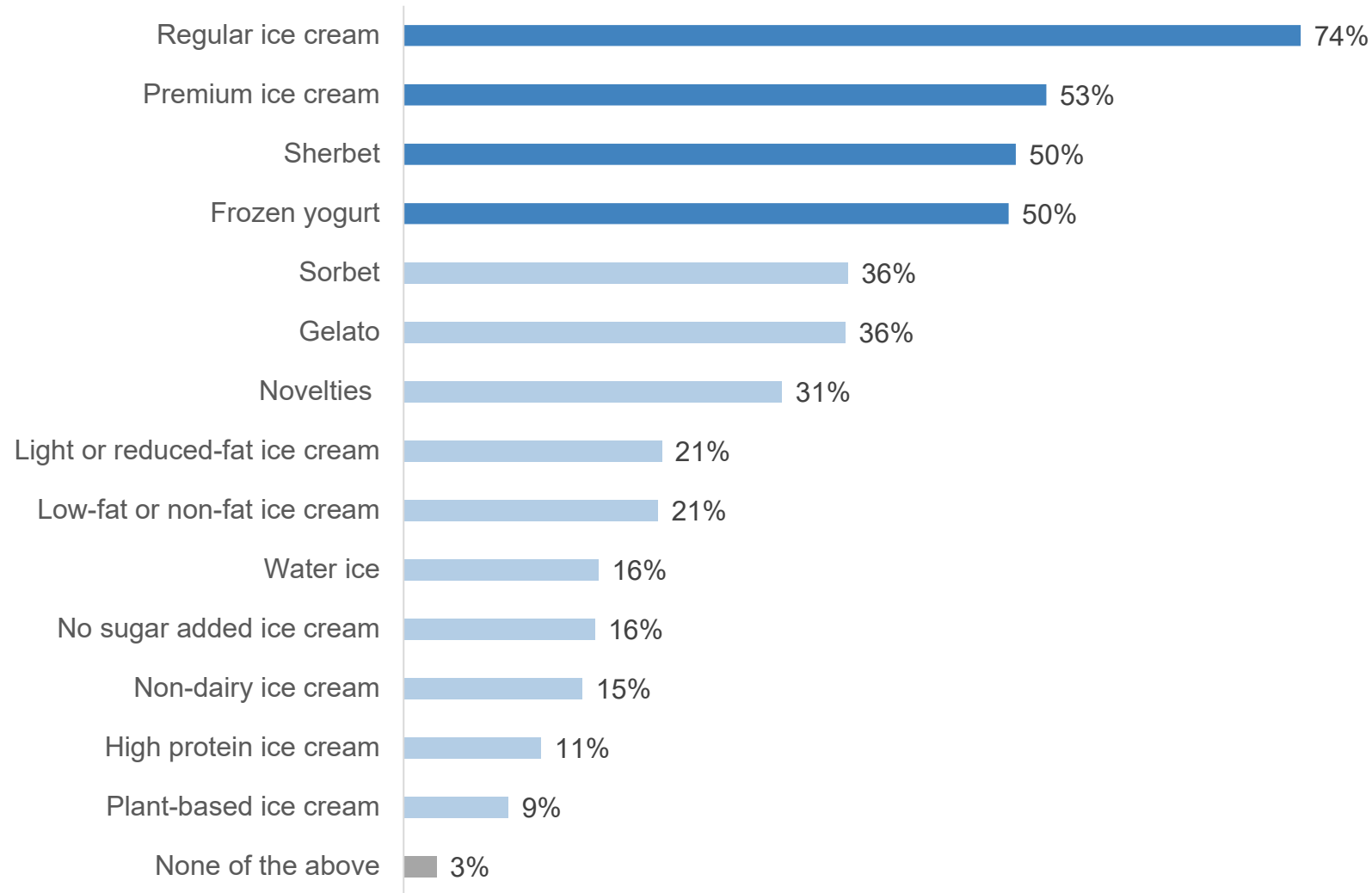
# Chocolate, cookies n' cream, and vanilla are the top most liked flavors among consumers.



Top 10 Flavors

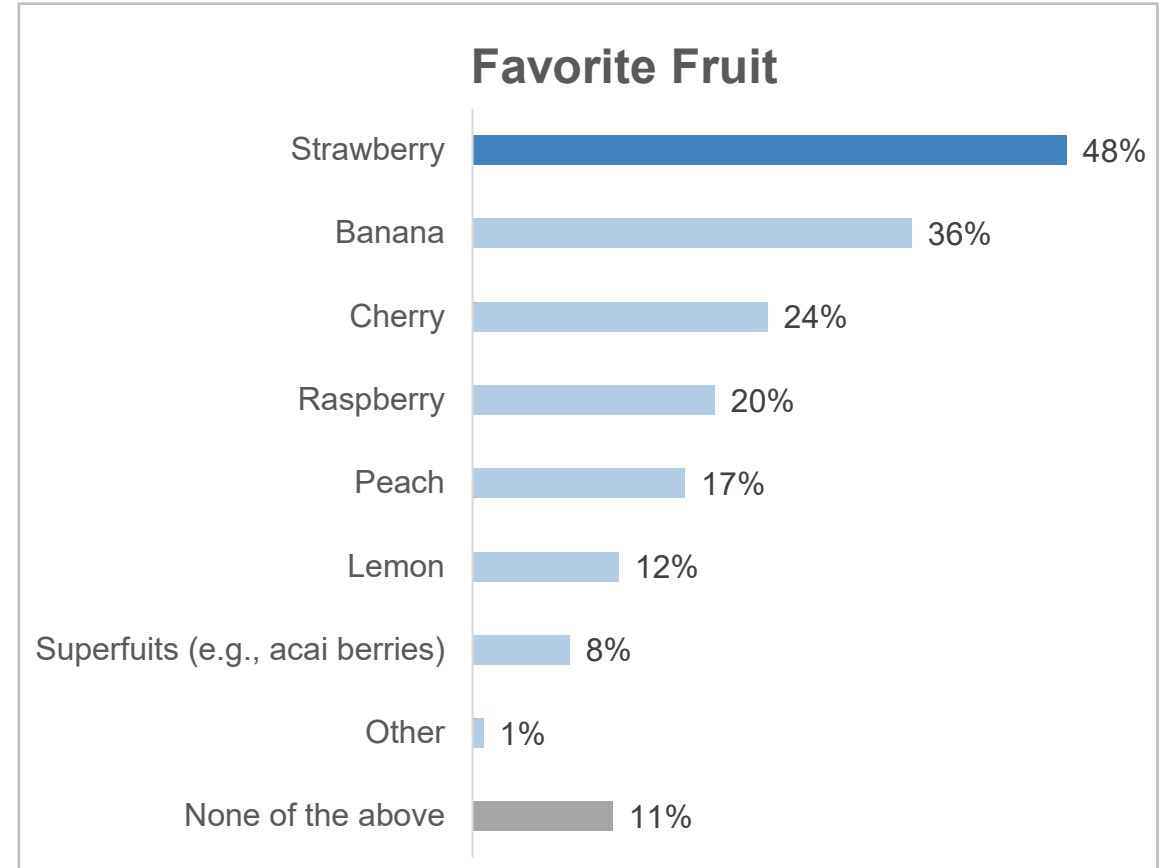
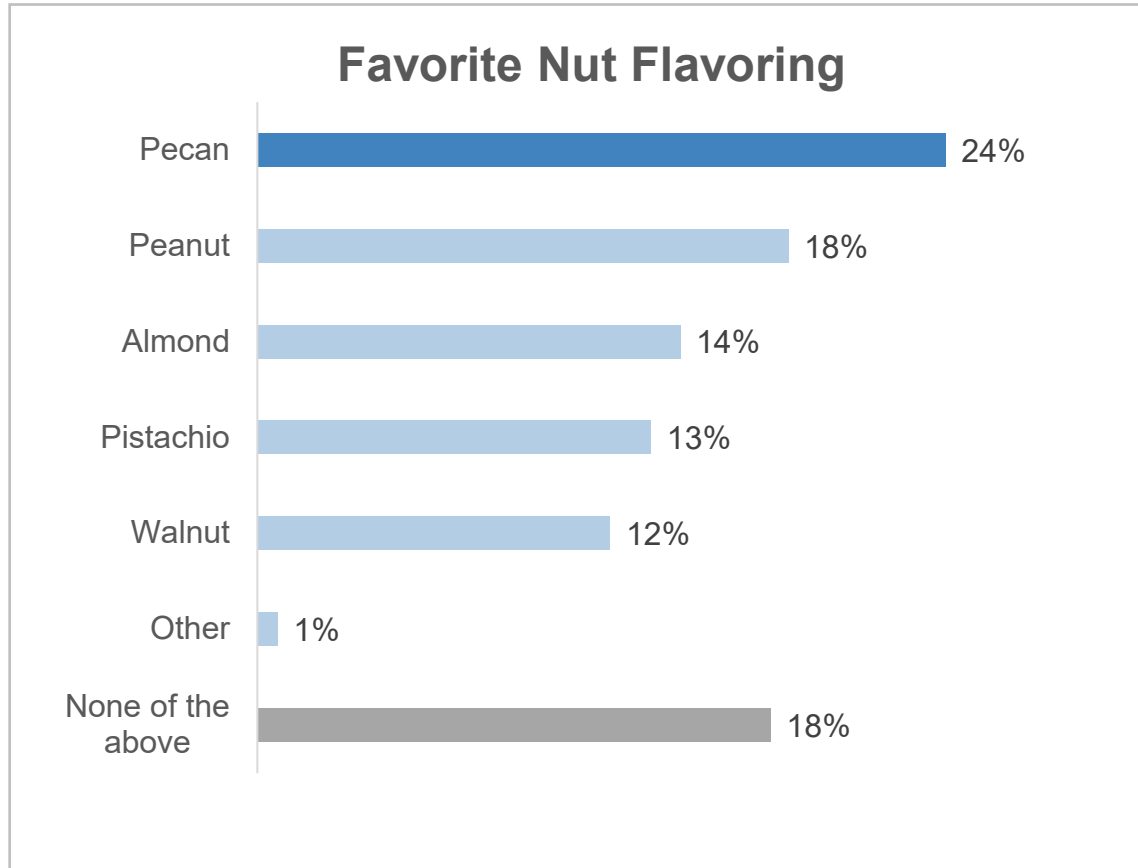
Q32. Below is a list of ice cream flavors. Please select up to ten flavors that you like the most: | n=1002 Consumers

# Three in four consumers have consumed regular ice cream. Half of consumers have had premium ice cream, sherbet or frozen yogurt.



Q35. Which of the following ice cream products, if any, have you consumed? | n=1002 Consumers

# Pecan is the most favorite nut flavoring. Strawberry is the most favorite fruit.

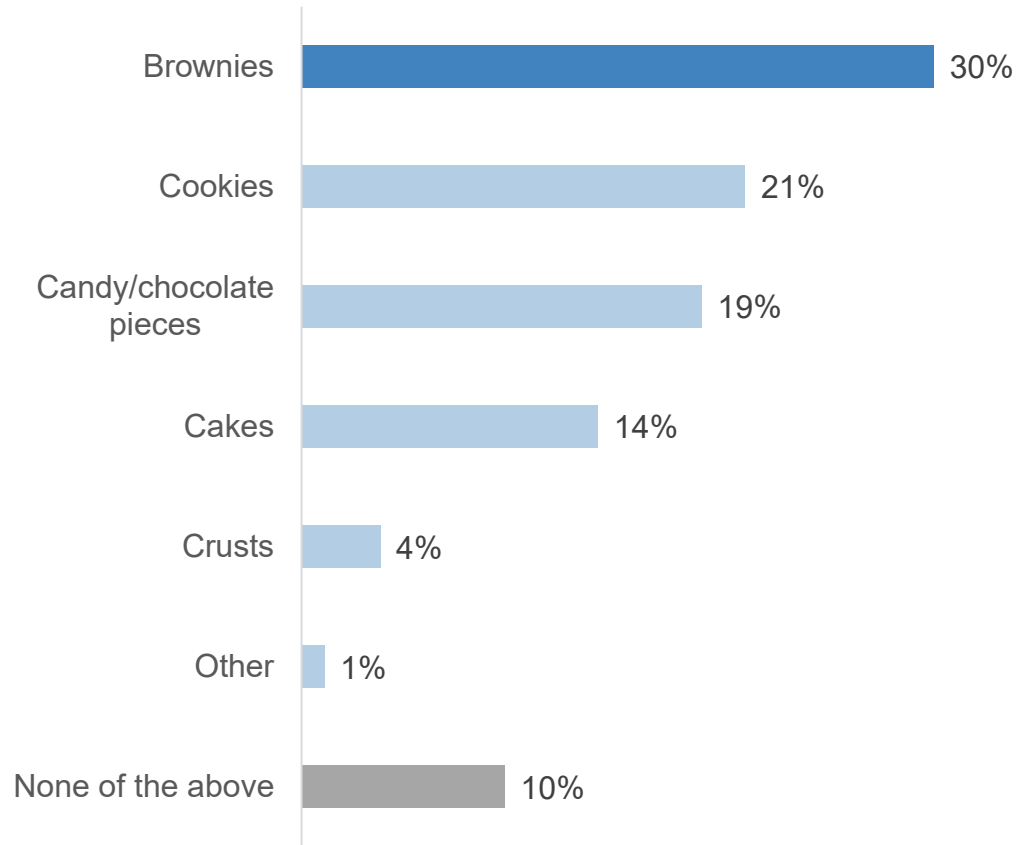


Q36. Which nut (or nut flavoring), if any, is your favorite to eat with or in ice cream and frozen desserts? | n=1002 Consumers

Q37. Which fruit, if any, is your favorite with or in ice cream and frozen desserts? | n=1002 Consumers

# Brownies are the most favorite confection.

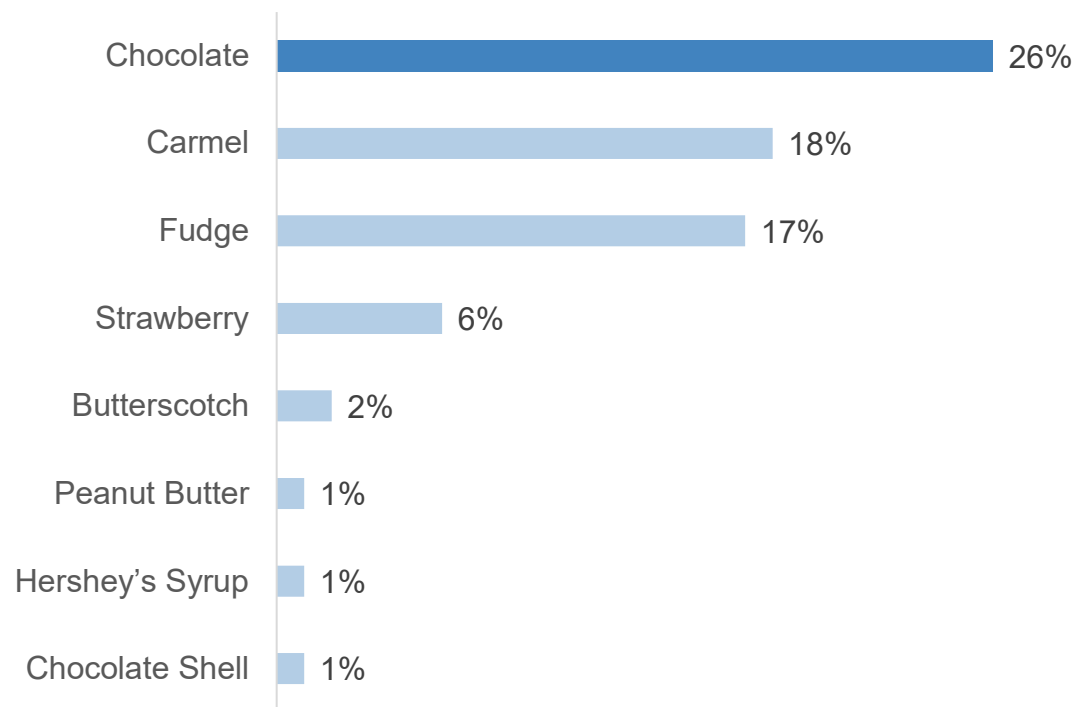
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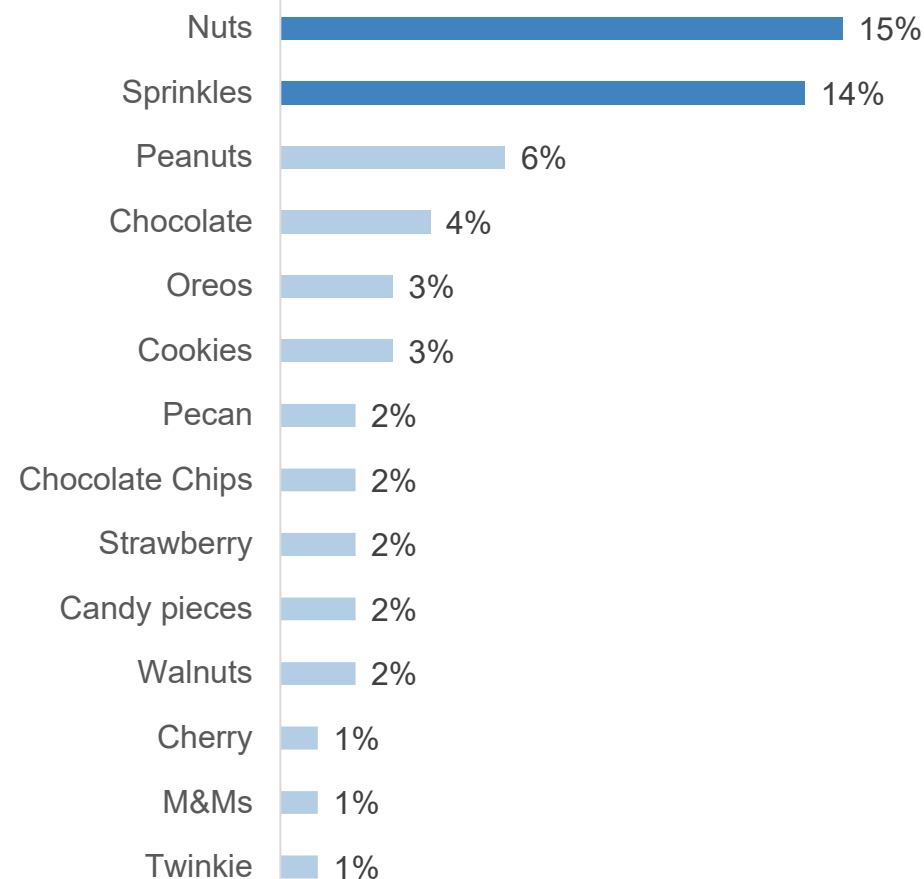
Q38. Which confection, if any, is your favorite with or in ice cream and frozen desserts? | n=1002 Consumers

For consumers, chocolate is the most popular topping sauce and nuts and sprinkles are the most popular dry toppings.

### Favorite Topping Sauce



### Favorite Dry Topping

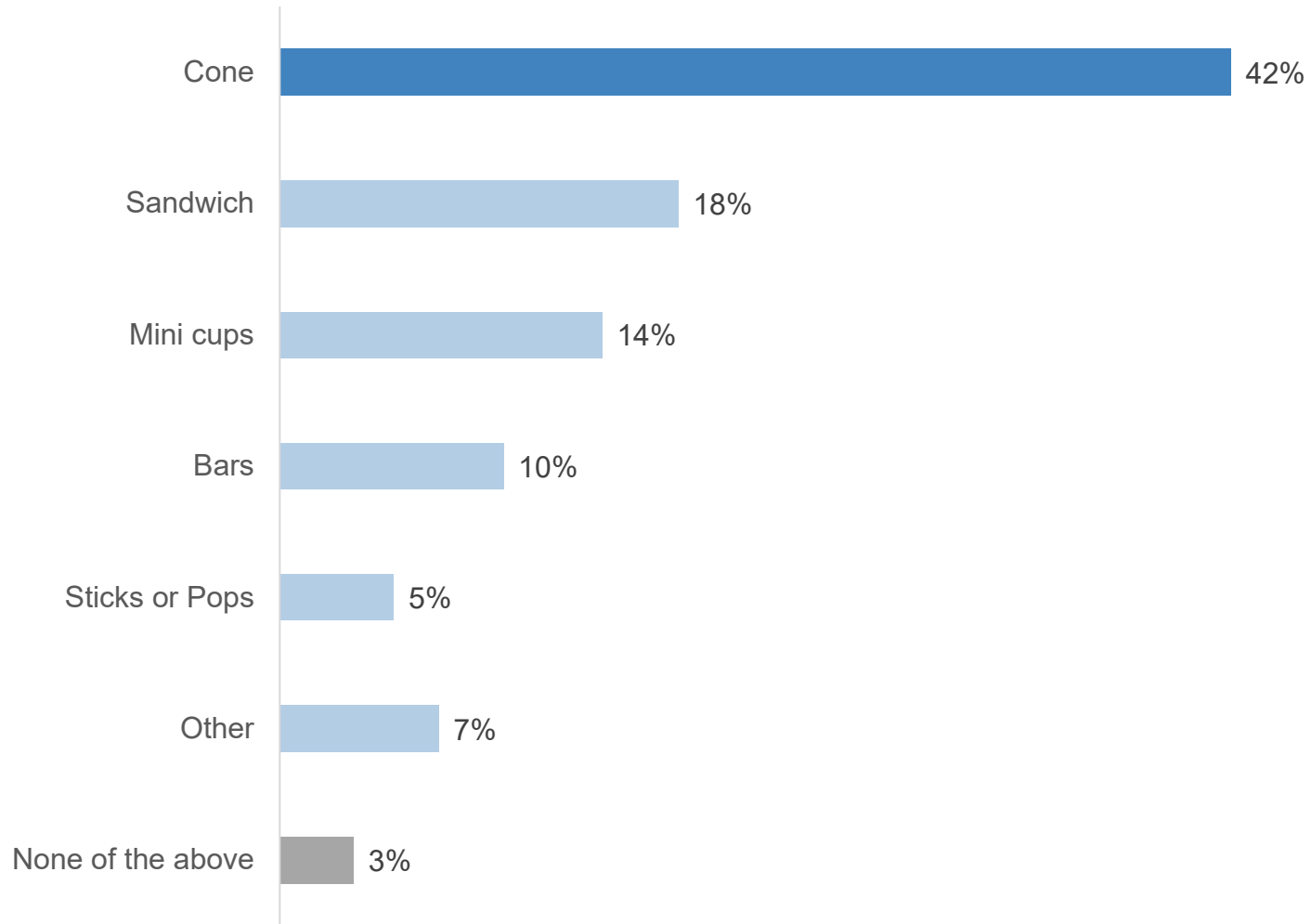


Q40. What is your favorite topping sauce, if any? | n=1002 Consumers

Q41. What is your favorite dry topping, if any? | n=1002 Consumers

# Cone is the most favorite type of product among consumers.

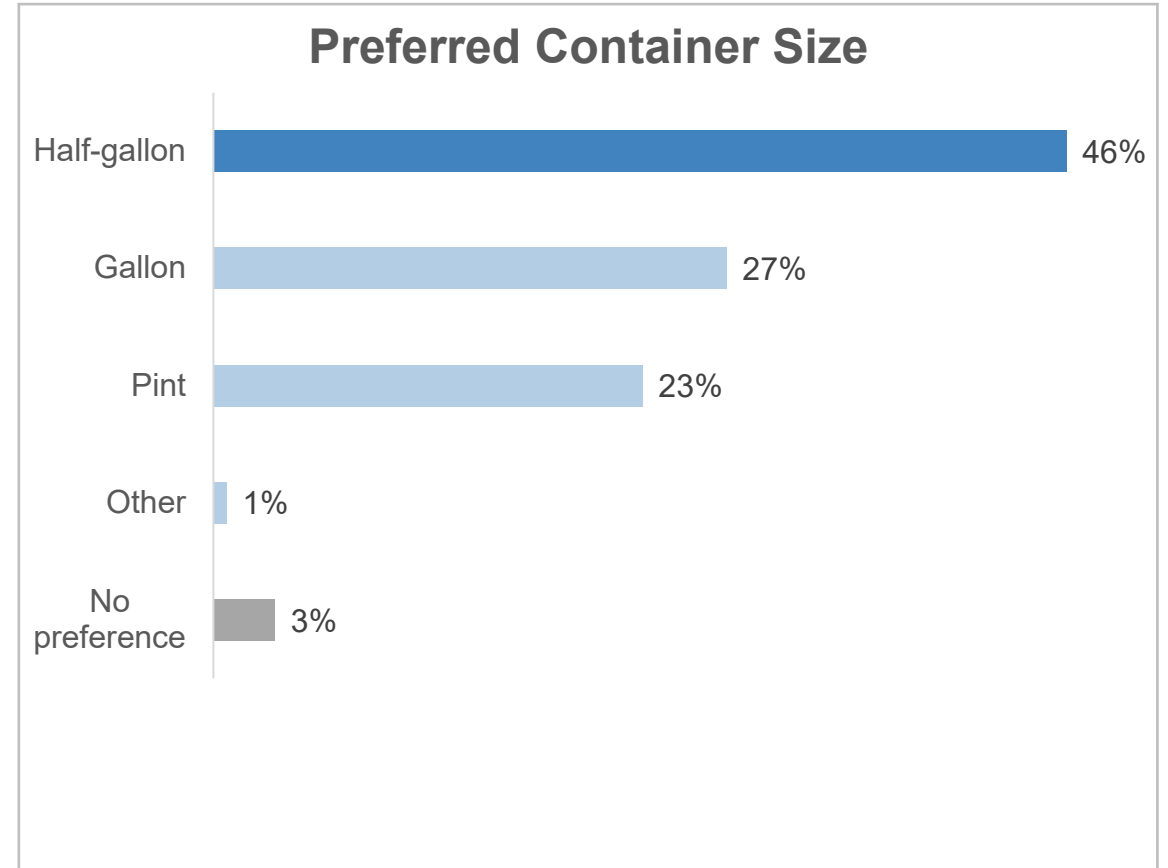
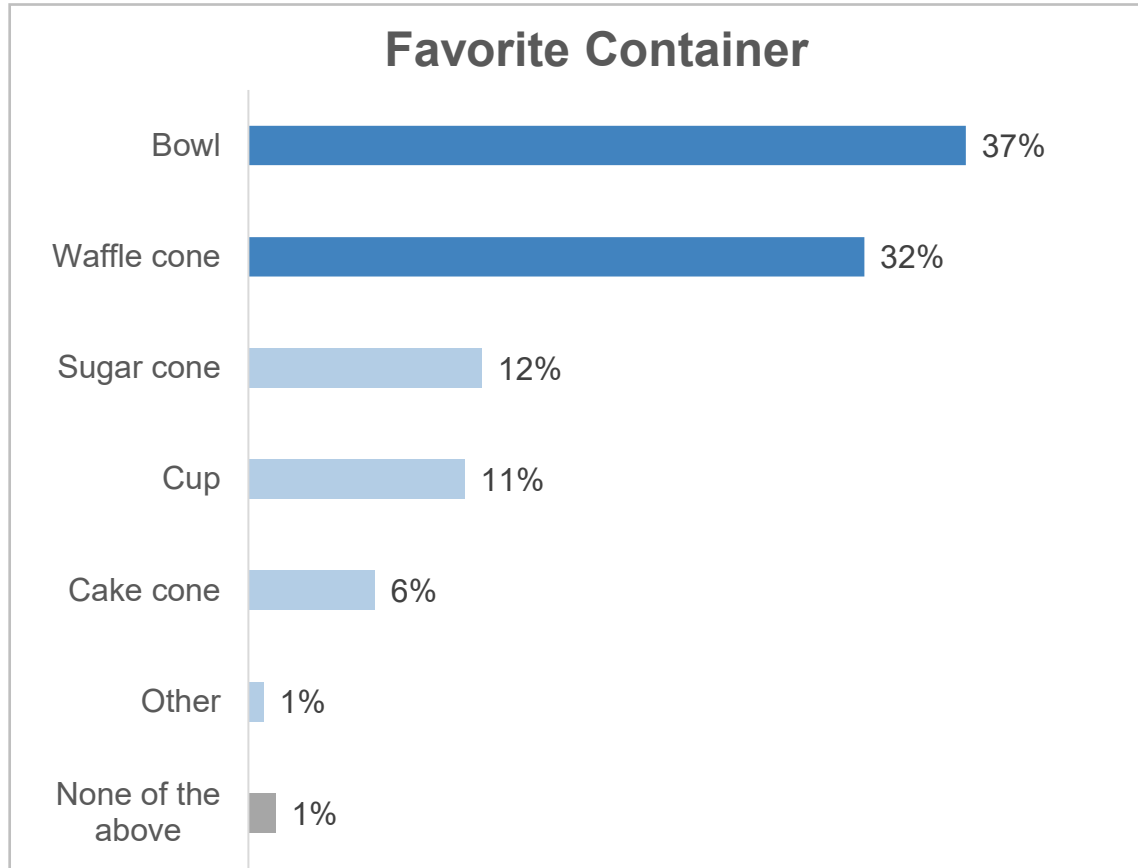
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Q34. Which of the following, if any, is your most favorite type of product? | n=1002 Consumers

When eating ice cream, consumers prefer a bowl or waffle cone container. Almost half of consumers prefer half-gallon containers for ice cream from a grocery store.

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Q39. When eating ice cream, what is your favorite type of container to use? | n=1002 Consumers

Q43. When buying ice cream from a grocery store or an ice cream shop to take home, what size container do you prefer? | n=1002 Consumers