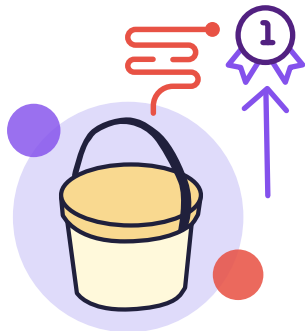


# 84.51° The state of ice cream: Value leads the pack

New research sheds light on ice cream sales, revealing trends and shifts in shopper behavior.



## PAILS

The pails (~6 quarts) container size experienced the most significant growth, with a 35% increase in dollar sales and a 38% increase in units versus year-ago sales, driven by a rise in the number of households purchasing pails.



## RECORD SALES IN '20

From 2019 to 2023, the number of ice cream units sold peaked in 2020 and subsequently declined.



## TASTY PAIRINGS

In 57% of trips where syrup toppings & cones are purchased, so is ice cream.



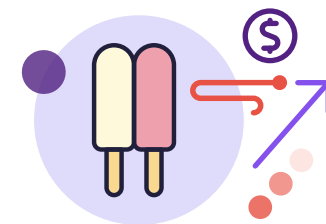
## ICE CREAM SALES - RELATIVELY FLAT

Sales are up ~1% compared to the same period last year, driven by increases in dollar sales per unit and per trip.



## IN-STORE VS. ONLINE

Shoppers spend more when purchasing ice cream in-store but they purchase more units per trip when shopping online for pickup or delivery.



## HOLIDAY SPIKES

Over the latest 52 weeks, there were 3 major spikes in ice cream dollar sales: Fourth of July, Thanksgiving and Christmas.

## FLAVORS

The top 3 pails ice cream flavors are:

1. Vanilla
2. Chocolate
3. Neapolitan



## GENERATIONS

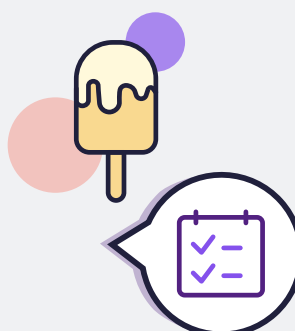
Premium (~1.5 quarts) is the most popular ice cream size across generations.

## TAKEAWAYS:

The slight decline in units over the past several years for ice cream overall is primarily due to lower household penetration, though consumers are willing to spend more per trip.

Overall, ice cream sales growth is modest, primarily driven by inflation. The notable increase in sales of the pail size for the second year in a row suggests a continued shift towards buying in bulk, likely to save money.

By understanding the differences in shopper behavior between in-store and online shopping, brands can optimize strategies and media activations, making campaigns more relevant and impactful.



KEEP AN EYE OUT FOR THE JULY CONSUMER DIGEST WHERE WE DELVE FURTHER INTO SHOPPER INSIGHTS BEHIND ICE CREAM TRENDS.