



The Scoop on Consumer Ice Cream Trends

The ice cream and frozen dessert market is historically stable and mature. Successful new product launches generally come at the expense of existing products, rather than adding sales to the overall category. The challenge for manufacturers looking to maintain or increase market share is producing products that align with consumer trends.

The U.S. ice cream and frozen dessert market¹

Ice cream and frozen dessert sales have hovered near \$27 billion for the past several years. The foodservice market has a slightly larger share of the total U.S. ice cream and frozen dessert market, comprising more than 55 percent.

FOODSERVICE SALES:

\$15.7 billion



RETAIL SALES:

\$12.3 billion

The category is expected to approach \$30 billion by 2020, driven by the introduction of products aligned with consumer interest in “free-from” products. Packaged Facts also predicts an increase in gelato and super-premium ice cream introductions and sales, while sales of frozen yogurt are expected to decrease.¹

Consumers’ quest to cut the sugar in the freezer aisle

Shoppers may also be filling their freezers with reduced-sugar ice creams and frozen dairy desserts. Nielsen reports that retail ice cream sales increased 3.5 percent from 2015 to 2016, with reduced-sugar products driving the growth.²

Pam Stauffer, Cargill’s global marketing programs manager explains, “Americans’ growing awareness of sugar content is clearly playing out in their selection of many products, ice cream included. Innovative food manufacturers are capitalizing on those consumer desires by creating reduced-sugar frozen treats that still deliver a rich, decadent experience.”



More than three in four Americans now say they are trying to avoid or limit their sugar intake. Yet taste remains consumers’ number one concern.³

Cargill sugar-reduction solutions

Zerose® erythritol delivers a sweet taste similar to sugar, but without the calories. This sweetener also offers other benefits. “In a food category where consumers have been known to overindulge, erythritol has the highest digestive tolerance, as compared with other polyol sweetener options,” explains Ravi Nana, Cargill’s polyols technical service manager. “Clearly, that’s an important consideration for ice cream makers.” Erythritol is also heralded for its oral health benefits.

Cutting the sugar from ice cream does more than reduce the sweetness. It also affects texture, mouthfeel and consistency. Erythritol can successfully fill the void. Because of its small molecular size (one-third that of sugar), erythritol provides a three-fold freezing-point depression factor. This higher effect on freezing-point depression helps soften reduced-sugar ice creams, creating the scoopable texture consumers crave.

Erythritol also has great synergy with versatile and consumer-favorite stevia.

Combining Zerose® erythritol with Cargill’s ViaTech™ stevia sweeteners can help product developers achieve a 25 to 30 percent sugar reduction, yet still deliver a consumer-pleasing dessert. Deeper reductions may even be possible. “Slight shifts in concentrations can have a dramatic impact on sweetness perception and flavor,” explains Nana.

The ViaTech™ stevia portfolio can provide significant improvements in sweetness quality compared with traditional stevia leaf extracts. With a sensible cost-in-use and reliable supply, it helps you easily meet your sugar-reduction goals.

Contact us to learn more: 1-877-SOL-UTNS (765-8867) | www.cargill.com

¹ Ice Cream and Frozen Desserts in the U.S., 9th Edition. Packaged Facts, January 2017

² State of the Industry: Dairy. Nov. 13, 2017. Food Business News. http://www.foodbusinessnews.net/articles/news_home/Business_News/2017/11/State_of_the_industry_Dairy.aspx?ID=%7BF5D2521F-729B-4618-9869-390A54BDD15B%7D

³ International Food Information Council Foundation (IFIC) 2017 Food and Health Survey.

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