

NATIONAL ICE CREAM

Research Facts

THE AMERICAN LOVE FOR ICE CREAM.

THE AVERAGE AMERICAN EATS OVER 20 POUNDS OF ICE CREAM ANNUALLY, making the U.S. a top consumer globally.

BETTER-FOR-YOU ICE CREAM, BARS & PLANT BASED

75% of Americans say they want **INDULGENT TREATS THE FIT A HEALTHY LIFESTYLE.**

35% of sales are **DOMINATED** by plant-based co-coconut milk ice cream.



FRUIT-FORWARD SHERBET & SORBET

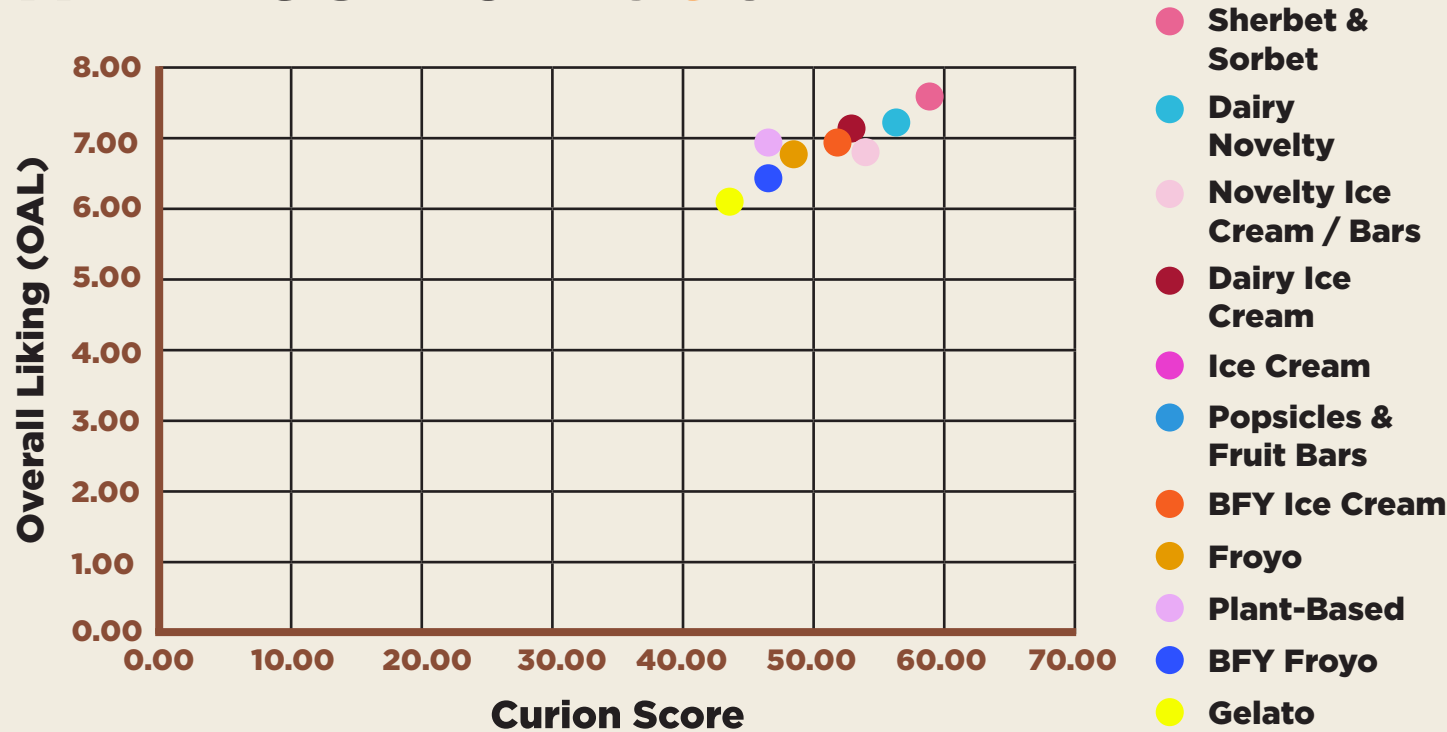
LEMON and **RASPBERRY** lead classic sorbet favorite flavors, and orange sherbet dominates the category for sales.

PREMIUM & NOVELTY

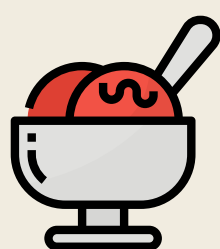
40% of ice cream sales are premium options, with

exotic flavors like **CHOCOLATE-HAZELNUT TRUFFLE** & **BOURBON VANILLA** fueling growth.

DEEPER INSIGHTS BEYOND OAL WITH CURION SCORE™



CURION SCORE BRIDGES GAPS LEFT BY OAL, REVEALING DEEPER INSIGHTS INTO CATEGORY PERFORMANCE.



SHERBET & SORBET ACHIEVED HIGHEST OAL & CURION SCORE

highlighting the appeal of fruit-based ingredients and purée in consumer preference.



DAIRY ICE CREAM OUTPACES BFY NOVELTY BY 30% in CURION SCORE

exposing OAL's limitations in capturing true preferences while sharing the same OAL.



PLANT-BASED ICE CREAM LEADS AS HEALTHY ALTERNATIVE

while OAL favors Better-For-You Novelty among healthy options.



BFY ICE CREAM OUTPERFORMS BFY NOVELTY SCORE

even though it had identical OAL proving that sometimes simpler can be a better option.