

Frozen Dessert Trends

+9%

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

Source: Mintel

The Market

The frozen dessert market is demonstrating steady growth, driven by premiumization in flavor and texture pairings. Check out a review of the trends impacting the frozen dessert category to inspire your next innovation.

Top 20 Flavors

- | | |
|--------------------|-----------------------|
| 1. Milk Chocolate | 11. Mint |
| 2. Chocolate | 12. Cherry |
| 3. Vanilla | 13. Mango |
| 4. Strawberry | 14. Banana |
| 5. Chocolate Chip | 15. Salted Caramel |
| 6. Peanut Butter | 16. Raspberry |
| 7. Cookie Dough | 17. Brownie |
| 8. Fudge | 18. Cheesecake |
| 9. Caramel | 19. Cookies and Cream |
| 10. Biscuit/Cookie | 20. Coffee |

Source: Innova New Product Launches, US, Past 3 years ending 1/23/2026
Dairy Based Ice Cream & Frozen Yogurt; Water Based Ice Lollies, Pop & Sorbet

Fastest Growing Flavors

1. Dragon Fruit +100%
2. Grapefruit +27%
3. Blood Orange +14%
4. Watermelon +11%
5. Pear +10%

Fastest Growing Claims

1. Indulgent & Premium
2. Seasonal
3. Gluten Free
4. High Source of Protein
5. No Added Sugar

Consumer Preferences

Layer on the Indulgence

Indulgence remains a top purchase motivator for frozen treats. Add excitement to products with mix ins or bold flavor combinations.

57%

of consumers say that frozen treats are year-round indulgences

Source: Mintel Ice Cream and Frozen Novelties Report, US, 2025

+63%

increase in indulgent & premium claims

Source: Innova US & Canada, YoY during Apr 2024-Mar 2025 vs. Apr 2023-Mar 2024

Notable Innovations

From the Freezer Case



Breyers Sundae Swirls, a new sundae-in-a-tub experience loaded with rich mix-ins and extra-thick sauce swirls.

(Jan 2026)



SNICKERS x M&M'S Minis, first time collaboration in a new snackable size.

(Jan 2026)



Jeni's Opaque, all-black limited-edition ice cream made with black cocoa, espresso fudge, and balsamic cherry.

(Aug 2025)



Salt and Straw X Taco Bell Tacolate, filled with cinnamon ancho chili ice cream, dipped in chocolate, and studded with toasted brown rice.

(Oct 2025)