

Ice Cream & Frozen Novelty Summer Promo Insights

Summer is an essential season for Frozen Novelties and Ice Cream, with **29% higher average weekly sales than rest of year**. Promoting highly seasonal products is a **balancing act**.

Ice Cream & Frozen Novelty \$/TDP are

22%

higher during the summer season vs. rest of year

Ice Cream & Frozen Novelty buyers spend

64%

of those category dollars on the Top 10 Ice Cream & Frozen Novelty brands

Top Ice Cream & Frozen Novelty brands are selling

121%

more volume on Temporary Price Reductions YTD vs YA

Step one: understand your brand’s market position and shopper loyalty

First understanding brand equity and loyalty helps inform how aggressively brands should discount


Top 10 Ice Cream Brands

Top 10 Brands make up

58%

of \$ Sales YTD

Top 10 Brands make up

72%

of % Dollar Loyalty* YTD

130

Value Index for *Senior Couples*


Top 10 Frozen Novelty Brands

Top 10 Brands make up

52%

of \$ Sales YTD

Top 10 Brands make up

67%

of % Dollar Loyalty* YTD

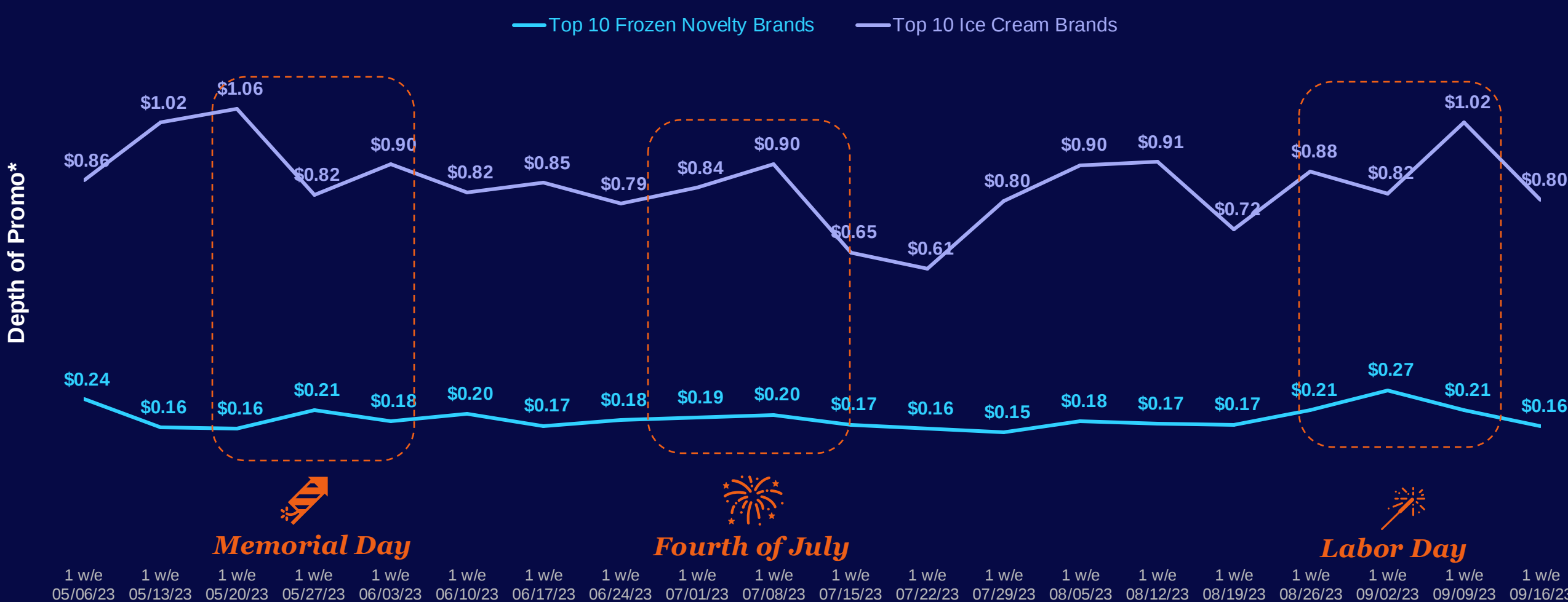
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Value Index for *Older Bustling Families*

Source: NielsenIQ Discover, RMS, Total US xAOC+C, L52 w/e 6/15/24 *Note: Top 10 based on \$ Sales L52W
Source: NielsenIQ Panel On Demand Homescan, Total US, YTD vs YTD YA **Dollar Loyalty* = Share of Wallet

Step two: brands should have good deals and bundles during summer holidays

However, they should not be at the same discount as those periods all summer long



Key Takeaways

1. Summer is an important season for Ice Cream and Frozen Novelty manufacturers and successful promotion is a huge part of that. However, there is a balancing act with seasonal products as the year is made or broken within a few short months.
2. To get this season right, brands must first understand their market position and how loyal shoppers are. Once brands understand this, they can ensure their promotion strategy for summer is executed effectively as this impacts the rest of the year’s performance. Reach out to your NIQ representative to unlock insights into your brand’s shopper loyalty.
3. Seasonal food brands live and die by summer holidays. Brands should offer great deals and promotions during these weeks. However, brands should not be offering the same discount as the holiday weeks all summer long. Know your brand’s promo strategy for this season and ensure it is executed effectively.

Reach out to your NIQ representative to learn how you can explore brand loyalty through Discover Panel on Demand, and specific promotion strategies for your brand through advanced analytics!



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