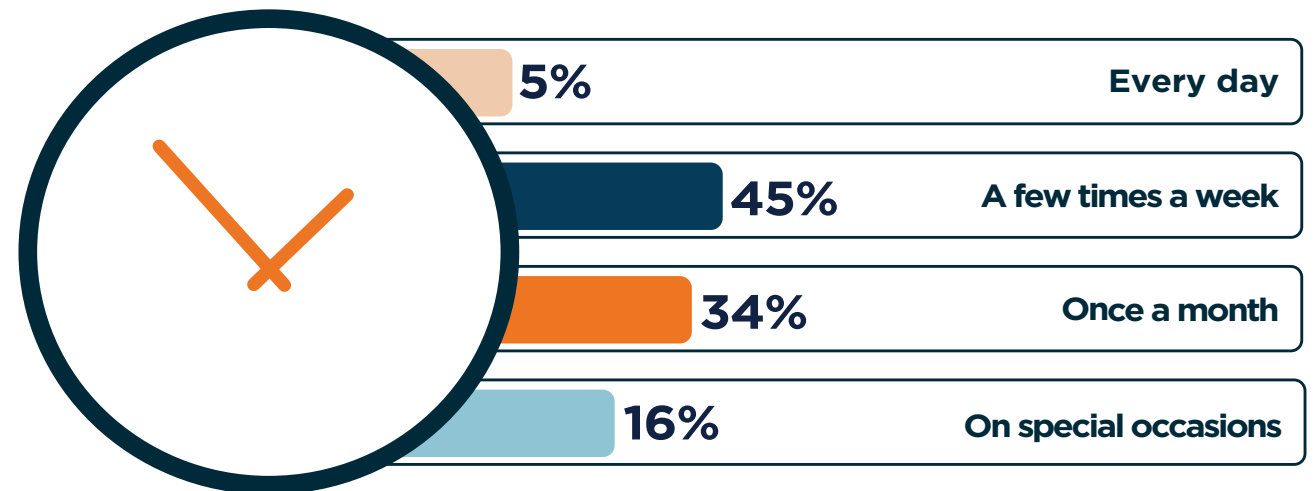
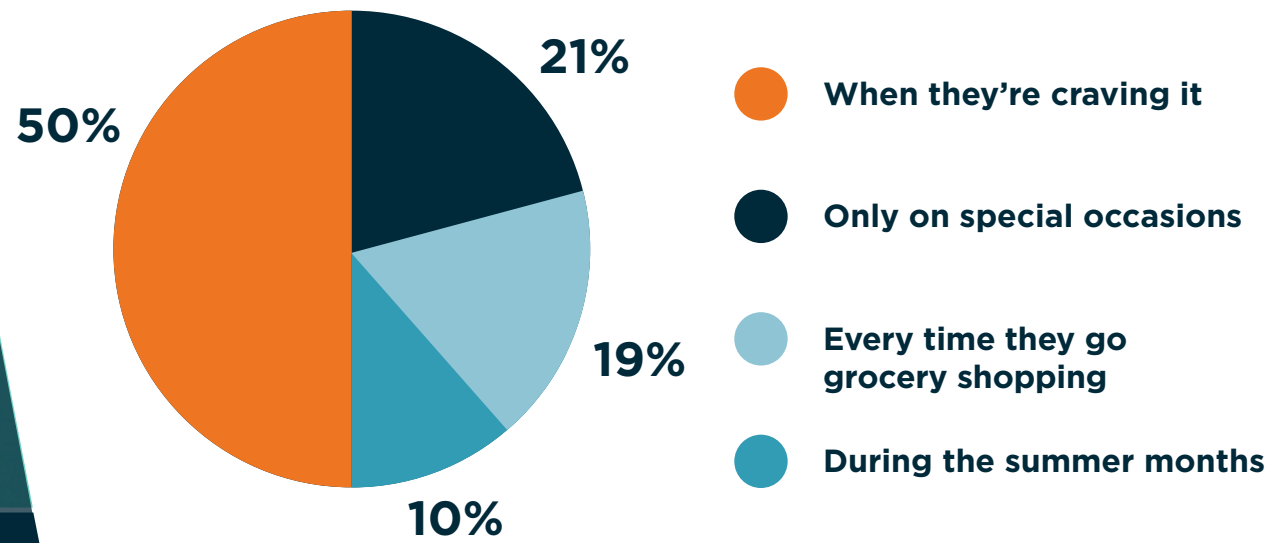


ICE CREAM SHOPPING FUN FACTS:

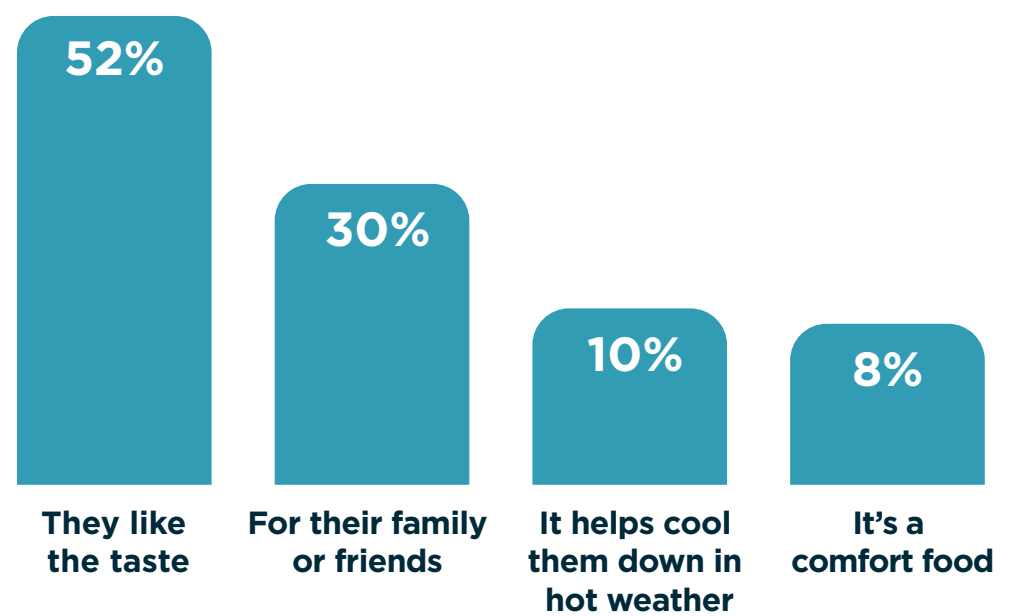
How often they eat ice cream:



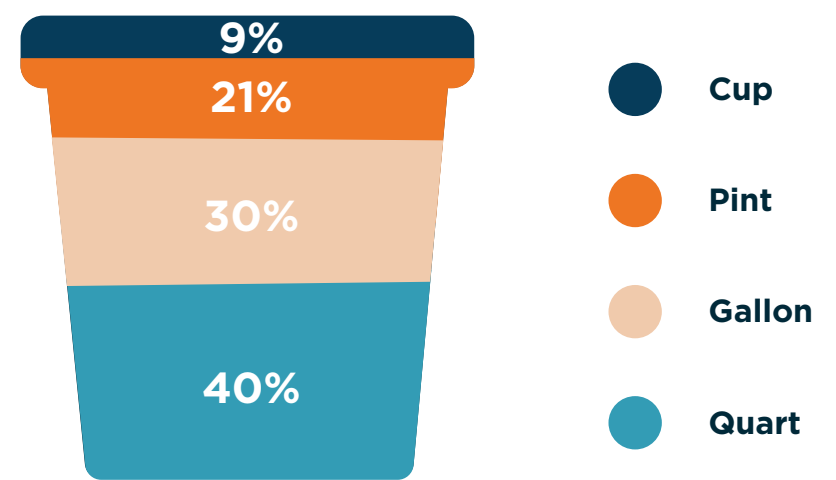
When they buy ice cream:



Why they buy ice cream:



What size they typically purchase:

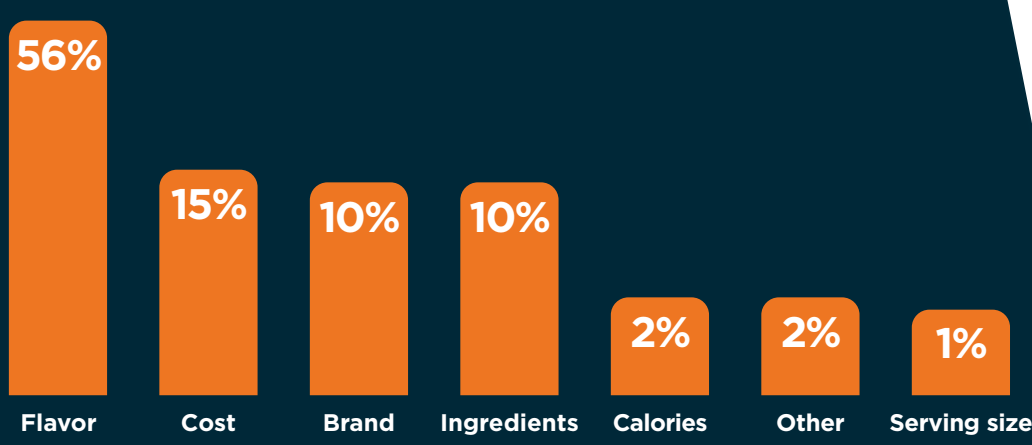


THE SCOOP

We surveyed shoppers to find their preferences for ice cream, from where they're shopping to what their favorite topping is. Check out the results!

SHOPPING PREFERENCES:

Factors that impact their purchase:



4% Their purchases aren't influenced by a particular factor

Where they shop for their ice cream:

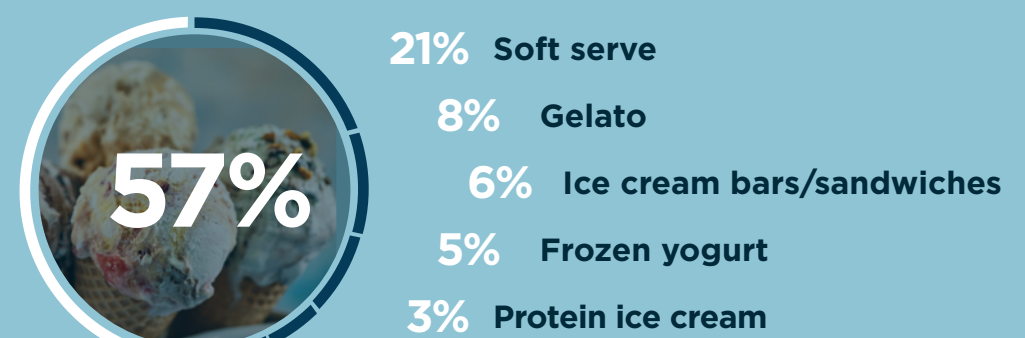


WHICH FROSTY DELIGHT IS FOR DESSERT:

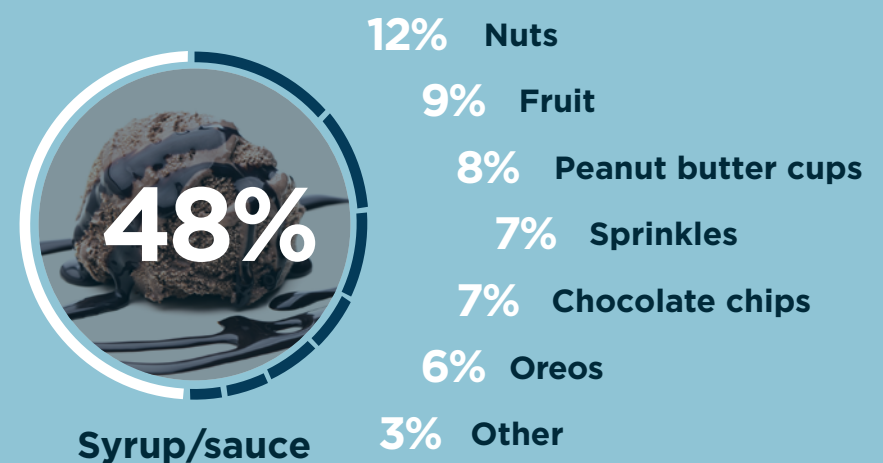
Favorite ice cream flavors:



Top styles:



Favorite toppings:



Ice cream with or without mix-ins:



ICE CREAM WITH BREAKTIME:

Create a lasting impression on shoppers with our **fun, personalized, and interactive content** that educates and engages shoppers while driving sales. Here are a few ways our solutions can help your brand:

- Guide shoppers through the delightful world of ice-cream by suggesting purchases tailored to their preferences through a **personality quiz**
- Use **trivia** to help shoppers discover more about your brand and products
- Enlighten shoppers about the quality and flavor profiles of your brand's products with a **list**
- Spread the sweetness by encouraging shoppers to share their ice cream moments through a **social giveaway**