

A shift in preferences

What a difference a couple of decades can make. U.S. consumers have significantly increased their consumption of yogurt and cheese during the past 20 years while cutting back on milk and ice cream.

Annual per-capita consumption (in pounds)

	1996	2016
Fluid milk	205	154
Yogurt	5.9	13.7
Butter	4.3	5.7
Cheese*	15.3	22.0
American cheese	11.8	14.3
Regular ice cream	15.1	13.1
Reduced-fat ice cream	7.0	6.4

Source: USDA Economic Research Service
*Excluding American and cottage cheese

But it's not all bad news for ice cream — Americans still want to indulge. According to a 2017 study from global market research firm Mintel, only 11% of U.S. consumers report cutting back on ice cream or frozen treat consumption due to health concerns.

Top U.S. ice cream flavors, 2017

1	Vanilla
2	Chocolate
3	Cookies n' cream
4	Mint chocolate chip
5	Chocolate chip cookie dough

Source: International Dairy Foods Association

