

The Most Popular Packaged Ice Cream Brands in Every U.S. State (2025) Based on Search Data

When it comes to satisfying a sweet tooth, Americans have a whole lot of love for their frozen treats. While artisanal scoop shops and trendy gelato parlors grab headlines, the real battle for our hearts (and freezers) happens in grocery store aisles across the nation.

Here at Coffeeness, we used Google Trends to analyze the 2025 search volume for 27 popular packaged ice cream brands available across all 50 U.S. states. We then put together a "most popular" ranking with the 11 most-searched-for brands.

Whether you're team premium or prefer classic comfort, the most popular ice cream brands in 2025 vary dramatically depending on which state you call home. Without further ado, grab a spoon and get stuck into our key findings.



Key Findings

- **Ben & Jerry's Dominates the Map:** The Vermont-based classic claims 14 states, showing particular dominance in New England and the Northeast corridor, staying true to its regional roots.
- **Jeni's Splendid Ice Creams in a Respectable Second Place:** The artisanal brand takes 13 states and has a strong presence across the South, Midwest and Mid-Atlantic regions.
- **The West Prefers Premium Options:** Western states gravitate toward higher-end brands, with Tillamook, Häagen-Dazs and Jeni's capturing most of the region's preferences.
- **Regional Brands Pack a Punch:** Regional favorites include Braum's, which dominates in Oklahoma, Kansas and Arkansas, and Texan brand Blue Bell, which holds strong in neighboring states Louisiana and Mississippi.
- **The Midwest Shows Diversity:** Unlike other regions with clear brand clusters, Midwest states are split among multiple brands, suggesting more varied interest in America's heartland.

Results

States	Ice Cream
Alabama	Jeni's Splendid Ice Creams
Alaska	Häagen Dazs
Arizona	Jeni's Splendid Ice Creams
Arkansas	Braum's
California	Jeni's Splendid Ice Creams
Colorado	Ben & Jerry's
Connecticut	Ben & Jerry's
Delaware	Turkey Hill
Florida	Ben & Jerry's
Georgia	Jeni's Splendid Ice Creams
Hawaii	Häagen Dazs
Idaho	Tillamook
Illinois	Jeni's Splendid Ice Creams
Indiana	Graeters Ice Cream
Iowa	Blue Bunny Ice Cream

Kansas	Braum's
Kentucky	Graeters Ice Cream
Louisiana	Blue Bell
Maine	Ben & Jerry's
Maryland	Jeni's Splendid Ice Creams
Massachusetts	Ben & Jerry's
Michigan	Hudsonville Ice Cream
Minnesota	Ben & Jerry's
Mississippi	Blue Bell
Missouri	Jeni's Splendid Ice Creams
Montana	Tillamook
Nebraska	Blue Bunny Ice Cream
Nevada	Ben & Jerry's
New Hampshire	Ben & Jerry's
New Jersey	Ben & Jerry's
New Mexico	Tillamook
New York	Ben & Jerry's

North Carolina	Jeni's Splendid Ice Creams
North Dakota	Halo Top Ice Cream
Ohio	Graeters Ice Cream
Oklahoma	Braum's
Oregon	Tillamook
Pennsylvania	Turkey Hill
Rhode Island	Ben & Jerry's
South Carolina	Jeni's Splendid Ice Creams
South Dakota	Blue Bunny Ice Cream

Tennessee	Jeni's Splendid Ice Creams
Texas	Jeni's Splendid Ice Creams
Utah	Tillamook
Vermont	Ben & Jerry's
Virginia	Jeni's Splendid Ice Creams
Washington	Ben & Jerry's
West Virginia	Jeni's Splendid Ice Creams
Wisconsin	Ben & Jerry's
Wyoming	Tillamook

Totals

Ice Cream	Number of States
Ben & Jerry's	14
Jeni's Splendid Ice Creams	13
Tillamook	6
Braum's	3
Graeters Ice Cream	3
Blue Bunny Ice Cream	3
Häagen Dazs	2
Turkey Hill	2
Blue Bell	2
Hudsonville	1
Halo Top Ice Cream	1

America's Top Scoops: The 6 Most-Searched Ice Cream Brands in the U.S

Ben & Jerry's (14 States) - Iconic Flavors with a Mission

Vermont's most famous ice cream export continues to reign supreme across New England and much of the Northeast, maintaining the regional loyalty that built the brand. Ben & Jerry's dominance in states like Vermont, New Hampshire, Massachusetts and Rhode Island reflects both geographic proximity and cultural alignment with the brand's progressive values.

The brand's staying power in traditional strongholds demonstrates how authentic regional identity can create lasting consumer connections. From Maine to Wisconsin, Ben & Jerry's has successfully maintained its position as a premium yet accessible option that resonates with socially conscious consumers.

Fun Fact: Ben & Jerry's was founded in 1978 in a renovated gas station in Burlington, Vermont, and the company still operates its original factory, which offers tours to over 300,000 visitors annually.



Jeni's Splendid Ice Creams (13 States) - Ice Cream with an Indie Soul

Jeni's has achieved something remarkable in the ice cream world—scaling artisanal appeal to national prominence. Leading in states from Alabama to West Virginia, this Columbus, Ohio-based brand has mastered the art of premium positioning while maintaining grocery store accessibility.

The brand's success spans diverse geographic regions, suggesting that American consumers are willing to pay premium prices for quality ingredients and creative flavors. Jeni's has become synonymous with the best ice cream by state across much of the southern and mid-Atlantic regions, proving that craft ice cream isn't just a coastal phenomenon.

Fun Fact: Jeni's was founded by Jeni Britton in 2002, and the company famously sources ingredients directly from farms and suppliers, including wild blueberries from Maine and vanilla from Madagascar.



Tillamook (6 States) - Creamy Classics from the Pacific Northwest

Oregon's dairy cooperative wins six states including New Mexico, Montana and Wyoming. Tillamook's success represents the power of regional agricultural heritage translated into modern brand appeal, particularly in western states that value farm-to-table authenticity.

The brand's concentration in mountain and western states suggests that Tillamook has successfully positioned itself as a top choice for consumers who prioritize dairy quality and cooperative farming values. Its success in diverse markets from New Mexico's desert to Montana's plains shows remarkable geographic adaptability.

Fun Fact: Tillamook is actually a farmer-owned cooperative that's been making dairy products since 1909, and every batch of ice cream is still made in their Oregon facilities using milk from local farms.



Braum's (3 States) - A Heartland Favorite with Farm-to-Scoop Cred

This Oklahoma-based family-owned chain has built an unshakeable presence across Arkansas, Kansas and Oklahoma. Braum's unique business model—controlling everything from dairy farms to retail stores—has allowed them to maintain competitive pricing while ensuring freshness.

The brand's concentrated geographic footprint reflects a deliberate strategy of serving markets within a 300-mile radius of their processing facilities, ensuring that products are never more than two days from farm to freezer. This commitment to freshness has created fierce regional loyalty that national brands struggle to penetrate.

Fun Fact: Braum's operates its own dairy farms, processing plants and delivery trucks, making it one of the few major ice cream companies to control every step of production from cow to cone.



Graeters (3 States) - A Brand That Sticks to the Old Ways

This Ohio heritage brand has captured not only its home state but also Indiana and Kentucky with its commitment to traditional French Pot production methods dating back to 1870. Graeters represents the perfect intersection of artisanal quality and accessibility, creating signature chocolate chunks that have become legendary among ice cream enthusiasts.

The brand's expansion strategy focuses on quality over quantity, carefully entering markets where their unique production methods can command high prices. Graeters' success in neighboring states suggests that authentic craftsmanship can create devoted followers willing to pay for superior products.

Fun Fact: Graeters still uses the French Pot method of making ice cream, a labor-intensive process where chocolate is added while the ice cream is spinning, creating their signature chocolate chunks that are often larger than a quarter.



Blue Bunny (3 States) - Wallet-Friendly and Widely Loved

Iowa-based Blue Bunny, famous for offering the perfect balance of quality and affordability, has scooped its home state and neighboring South Dakota and Nebraska. The brand is well known for delivering an expensive taste without the high price tag.

Blue Bunny's geographic concentration in the heart of dairy country allows it to source high-quality ingredients locally while maintaining competitive pricing. Its success demonstrates that consumers don't always need to choose between quality and value when a brand executes both effectively.

Fun Fact: Blue Bunny is owned by Wells Enterprises, which started as a milk delivery business in 1913 and has grown to become one of the largest family-owned frozen dessert manufacturers in the United States.



How Did Other Brands Do?

Häagen-Dazs gets the most searches in Alaska and Hawaii, while Turkey Hill leverages its Pennsylvania Dutch heritage to dominate Delaware and Pennsylvania. Over in Louisiana and Mississippi, Texan brand Blue Bell continues its southern tradition.

Hudsonville represents Michigan pride with its local dairy heritage, and Halo Top has captured North Dakota with its health-conscious positioning, demonstrating that even niche market approaches can achieve regional success.

These brands prove that in the diverse American ice cream market, there's room for everyone from luxury imports to health-focused innovators, as long as they understand their target consumers and deliver consistently on their brand promise.

Methodology & Sources

We compiled a comprehensive list of major packaged ice cream brands widely available in grocery stores across the United States, specifically excluding local scoop shops, soft-serve chains and regional specialty stores to focus on broadly accessible options.

We used Google Trends data to measure relative search volume for 27 nationally distributed packaged ice cream brands across all 50 states during 2025. 11 brands emerged as the most-searched-for, forming the basis of our ranking.

For each state, we analyzed search interest patterns and identified the brand with the highest relative search volume, designating it as that state's "most popular packaged ice cream brand." This methodology captures consumer interest and preference patterns by measuring active search behavior rather than sales data, providing insight into which brands Americans are actively seeking out and researching.

CEO Commentary

"What's fascinating is how close the top two brands are—Ben & Jerry's leads with 14 states while Jeni's is right behind with 13. That's a much tighter race than I expected between a 47-year-old Vermont classic and a newer artisanal brand from Ohio. Even more surprising is seeing household names like Häagen-Dazs way down the list with just two states."

Arne Preuss, CEO of Coffeeness

About Coffeeness

Established in 2008 by Arne Preuss, [Coffeeness](#) is a comprehensive resource for coffee enthusiasts. It offers detailed reviews and comparisons of coffee-related devices -- from semi-automatic espresso machines to coffee grinders -- to help consumers make informed purchasing decisions.