Nestle proposed to merge its U.S. ice cream business with Dreyers’ ice cream.

Current market shares are:

Premium (high fat) ice cream market

Unilever (makes Breyers and Ben&Jerry’s) 41%

Nestles (makes Haagen-Dazs) 37%

Dreyers 19%

Others 3%

Total store-bought ice cream market

Unilever 21%

Dreyers 18%

Blue Bell 6%

Nestle 4%

Wells 3%

Armour 3%

Other brands 45%