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%