

## **Ice Cream in Denmark**

Market Direction | 2022-07-12 | 26 pages | Euromonitor

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### **Report description:**

The value growth of ice cream in Denmark in 2022 is slowing down slightly from that witnessed in the previous year when Danes were enjoying a relatively warm summer and there was an acceleration in sales of impulse ice cream. In 2022, foodservice volume sales of ice cream are being boosted by the lifting of pandemic-related restrictions and, consequently, more people spending time outside and at cafes. On the retail side, sales continue to be supported in 2022 by new launches along with active m...

Euromonitor International's Ice Cream in Denmark report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Frozen Yoghurt, Impulse Ice Cream, Plant-based Ice Cream, Take-Home Ice Cream, Unpackaged Ice Cream.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Ice Cream market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International  
July 2022

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##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

New launches and active marketing support the retail growth of ice cream in 2022

New launches reflect nostalgia and the growing veganism in Denmark

Sustainability concerns and aims to reduce food waste drive an ice cream collaboration project

##### PROSPECTS AND OPPORTUNITIES

Growth in the forecast period dependent on the weather while Danes' focus on health will drive new vegan and organic launches

Premiumisation of ice cream in both foodservice and retail will drive growth in the forecast period

Sustainability to feature more prominently in ice cream in the forecast period

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