

## **Ice Cream in Italy**

Market Direction | 2022-07-11 | 30 pages | Euromonitor

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### **Report description:**

Having suffered an overall drop in overall retail volume sales in 2020, as the exigencies of the Coronavirus (COVID-19) crisis reduced the demand for impulse (home seclusion) and unpackaged (hygiene concerns) ice cream, the category rebounded in 2021. A further, slightly faster rise in retail volume sales is anticipated over 2022, as consumers continue to return to work, social and leisure norms, supported by a successful vaccination programme. This is set to contribute to increased away from ho...

Euromonitor International's Ice Cream in Italy 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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