

## **Ice Cream in New Zealand**

Market Direction | 2022-07-14 | 26 pages | Euromonitor

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### **Report description:**

Since acquiring the New Zealand ice cream operations from Fonterra Brands (NZ) Ltd in 2019, Froneri NZ Ltd has been highly active in driving innovation in ice cream in the country. During this time, the company has been particularly active with its Tip Top brand and leveraging the strength of some of its other lines; for example, it launched a Goody Goody Gum Drop single portion dairy ice cream offering during the review period - an offshoot of the popular flavour available in bulk dairy ice cre...

Euromonitor International's Ice Cream in New Zealand 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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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