

Ice Cream in Poland

Market Direction | 2022-09-14 | 26 pages | Euromonitor

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Report description:

The relaxation and abolishment of government-imposed lockdowns in 2022, will lead to the full retail volume sales recovery of impulse ice cream - one of the categories that was most affected by the home seclusion due to the lack of on-the-go snacking opportunities. The category will also be positively benefitted by the high seasonality of ice cream because pandemic measures were gone by the start of summer 2022, encouraging consumers to spend more time outside and eat ice cream in the warm weath...

Euromonitor International's Ice Cream in Poland 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

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reliable information resources to help drive informed strategic planning.

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Strong digital brand campaign proves successful for 2021 launch of Ekipa

Manufacturers and retailers focus on the launch of low or no sugar ice cream

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