

## **Ice Cream in Portugal**

Market Direction | 2022-07-18 | 25 pages | Euromonitor

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### **Report description:**

2022 was a more optimistic for ice cream in retail volume and current value terms, with consumption levels moving closer towards pre-pandemic levels, which should be achieved in 2023. Foodservice saw another year of double-digit volume growth rate as the channel recovered as well. The country saw inbound tourists return in greater numbers in 2022 boosting impulse purchases. Despite the best efforts of producers to try to de-seasonalise ice cream consumption, it is mostly consumed in the summer w...

Euromonitor International's Ice Cream in Portugal 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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reliable information resources to help drive informed strategic planning.

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