

Ice Cream in Romania

Market Direction | 2022-09-14 | 27 pages | Euromonitor

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Report description:

In 2022, ice cream in Romania will continue to be affected by strong seasonality, with the weather and temperature of the country having a strong impact of sales. Impulse purchases will also remain a strong factor in sales, with most consumers purchasing ice cream in single-portions when out-of-home. Given that it was cold and rainy in the first part of the year, sales were limited, even though COVID-19 restrictions were removed allowing consumers to spend more time outside the house. A hot summ...

Euromonitor International's Ice Cream in Romania 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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ICE CREAM IN ROMANIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Hot summer and lack of restrictions will ensure robust retail volume growth

Health trends lead to most dynamic performances for plant-based ice cream and take-home water ice cream

Expansion of modern grocery retailers steals share from small local grocers and reduces the seasonality of take-home ice cream formats

PROSPECTS AND OPPORTUNITIES

Retail volume growth to continue to be driven by impulse ice cream

Expansion of modern grocery retailing will aid sales of economy and private label brands and encourage greater consumption of ice cream year-round

Rising number of ice cream parlours will aid growth of unpackaged ice cream in more sophisticated variants

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