

Ice Cream in Serbia

Market Direction | 2022-09-14 | 19 pages | Euromonitor

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Report description:

Ice cream is expected to see an improved performance in 2022, compared with 2021. As consumers more fully return to pre-pandemic norms, including outdoor activities and on-the-go consumption, some of the lockdown and other Coronavirus (COVID-19)-related factors behind the declines in retail volume and current value sales ebbed. In particular, take-home ice cream is expected to post high current value growth, while impulse ice cream is also projected to see healthy growth. Take-home ice cream is...

Euromonitor International's Ice Cream in Serbia 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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ICE CREAM IN SERBIA

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2022 DEVELOPMENTS

Steady growth in impulse ice cream although take-home remains popular

Rising health awareness boosts demand for artisanal ice cream

New product development consolidates dominance of Frikom

PROSPECTS AND OPPORTUNITIES

Both impulse and take-home consumption set to drive growth in ice cream

The launch of healthier options is set to be most visible in the key value sales category

Manufacturers set to improve distribution and awareness of fast-growing but underdeveloped ice cream desserts and frozen desserts

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