

## **Ice Cream in Sweden**

Market Direction | 2022-08-11 | 27 pages | Euromonitor

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### **Report description:**

Ice cream is registering marginal retail volume sales growth in 2022, following booming retail value sales in 2020 due to the pandemic and a rather steep decline in 2021 as travel remained restricted, resulting in many Swedes opting to spend the summer months in the country. Generally, ice cream is not strongly impacted by the health and wellness trend since it is widely considered an acceptable indulgence. This perception is enhanced since ice cream consumption is characterised by seasonality,...

Euromonitor International's Ice Cream in Sweden 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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##### 2022 DEVELOPMENTS

Consumers consider ice cream as an acceptable indulgence in 2022

Foodservice sales remain robust in 2022 due to consumers returning to pre-pandemic lifestyles

New product developments support health trend in 2022

##### PROSPECTS AND OPPORTUNITIES

Premiumisation set to boost sales by pushing prices up over the forecast period

New product development and flavour launches to add value to ice cream in the forecast period

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