

Ice Cream in Switzerland

Market Direction | 2022-11-23 | 27 pages | Euromonitor

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Report description:

After positive growth in 2020 during the era of pandemic lockdowns, which saw more trends of indulgence and consumption at-home, sales growth in ice cream is slowing down and trends are reversing. The categories which benefited most from the era of home-seclusion, such as larger format take-home ice cream, are now falling in popularity as consumers have resumed out-of-home lifestyles for both work and their social activities. However, this also means there are more on-the-go impulse purchase occ...

Euromonitor International's Ice Cream in Switzerland 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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KEY DATA FINDINGS

2022 DEVELOPMENTS

Ice cream sees mixed results in 2022, as trends reverse due to the post-pandemic landscape

Health and wellness trends support sales of plant-based ice cream

Unilever maintains its lead, with a strong focus on its ice cream portfolio

PROSPECTS AND OPPORTUNITIES

Both challenges and opportunities ahead for ice cream

More innovation and premiumisation expected, with a focus on reduced fat and plant-based options

Future distribution will be focused on the post-pandemic landscape, with both winners and losers

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