

## **Ice Cream in Thailand**

Market Direction | 2022-07-08 | 24 pages | Euromonitor

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### **Report description:**

Demand for ice cream was significantly impacted during 2020 and 2021 due to restrictions on consumers' movements outside of the home including meeting friends for an ice cream during the summer season. Meanwhile, limits on tourism had a particularly negative impact on sales of unpackaged ice cream in 2020 and 2021. However, take-home dairy ice cream fared better as consumers switched to home consumption, as the larger packaging served entire families confined to their homes, a trend which also ne...

Euromonitor International's Ice Cream in Thailand 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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