

## **Ice Cream in the Czech Republic**

Market Direction | 2022-09-12 | 25 pages | Euromonitor

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### **Report description:**

The decline in retail volume sales of ice cream in 2020 was caused mainly by the drop in impulse purchases, partially offset by a shift to take-home products as consumers spent long periods in the home due to Coronavirus (COVID-19) measures. Ice cream rebounded quickly in 2021 to move back into line with the 2019 retail volume sales level, although only a marginal increase is anticipated over 2022. Importantly, ice cream consumption in the country remains highly seasonal. Take-home water ice cre...

Euromonitor International's Ice Cream in Czech Republic 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 reliable information resources to help drive informed strategic planning.

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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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Take-home water ice cream continues to ride HW trend to post fast retail volume growth

450-500ml packs retain interest among smaller households and individuals

Good price/quality ratios and innovation strengthen private label's position in ice cream

##### PROSPECTS AND OPPORTUNITIES

Seasonality and the weather in peak periods to continue to influence growth potential

Health and wellness trend to push innovation and new launches

Convenience and price advantages to continue appreciation of multipacks

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