

## **Ice Cream in China**

Market Direction | 2023-06-22 | 25 pages | Euromonitor

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### **Report description:**

Ice cream registered stronger growth in 2022 compared with 2021, outperforming other snack types. This strong growth was mainly due to increased time spent indoors, and the extreme hot weather in the summer. In 2022, the zero-COVID policy was in place in the country until the end of year. Under the policy, cities and towns across the country experienced lockdowns to different degrees. Although the lockdowns hampered retail deliveries in places such as Shanghai for some time, it increased the amo...

Euromonitor International's Ice Cream in China 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 2018-2022, 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 2027, 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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Euromonitor International  
June 2023

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##### 2023 DEVELOPMENTS

Ice cream maintains strong growth and is the best performing snacks category in 2023

Mars starts local production

Oatly leads the plant-based trend through collaborations with foodservice and retailers

##### PROSPECTS AND OPPORTUNITIES

Ice cream set to continue its growth momentum thanks to favourable weather and increasing competitors

Desserts format targeting sharing occasions to be a potential growth area for ice cream

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