

## **Ice Cream in Italy**

Market Direction | 2023-06-22 | 29 pages | Euromonitor

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### **Report description:**

Unpackaged ice cream is predicted to continue to grow at a good pace in foodservice volume terms over 2023, and exceed the pre-Coronavirus (COVID-19) pandemic level in 2024. The easing of the COVID-19 threat and lifting of pandemic restrictions, and Italian consumers' desire to return to work and social norms benefited the category. The recovery of unpackaged ice cream in the on-trade channel is not only driven by consumption by local consumers, which remains at a high level, but also by the upt...

Euromonitor International's Ice Cream in Italy 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.

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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Euromonitor International  
June 2023

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