

Ice Cream in the Czech Republic

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

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Report description:

Demand for vegan ice cream has increased in the Czech Republic, and local consumers are increasingly interested in high-quality ingredients and healthier options. Plant-based ice cream is the fastest-growing product area within the category, with more brands and flavours introduced to satisfy the increasing demand. Since Magnum Vegan ice cream won Plant Product of the Year in 2018, other plant-based variants have emerged, including Ben and Jerry's, Algida and Kaufland. Plant-based variants also...

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 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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