

Ice Cream in Romania

Market Direction | 2023-07-04 | 24 pages | Euromonitor

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Report description:

In 2023, ice cream continues to be impacted by seasonality, with the weather having a significant impact on sales. The warm season starts in April-May when retailers begin to offer increasing volumes of ice cream, especially single-portion products. The numerous small local grocers represent a significant channel for sales of single-portion ice creams, the largest category on the landscape. The beginning of the warm season sees retailers use their window freezers, which are otherwise out of use...

Euromonitor International's Ice Cream in Romania 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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ICE CREAM IN ROMANIA

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Plant-based ice cream drives growth, aligning with the rising health trends

Unilever retains its lead, as local players benefit from lower price-points

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Plant-based options drive growth as consumers demand healthier choices

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