

Ice Cream in Serbia

Market Direction | 2023-07-03 | 18 pages | Euromonitor

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Report description:

Ice cream saw positive growth in volume terms in 2023, continuing the trend of the previous year. Overall, foodservice sales grew faster than their retail counterparts, although the difference was not as extensive as in 2022, when there was a release of pent-up demand, following the lifting of COVID-19 restrictions. In 2023, growth in retail sales of ice cream was supported by the increased mobility of consumers, which resulted in a rise in impulse purchases. However, take-home ice cream also s...

Euromonitor International's Ice Cream in Serbia 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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Table of Contents:

Ice Cream in Serbia
Euromonitor International
July 2023

List Of Contents And Tables

ICE CREAM IN SERBIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued growth for take-home and impulse varieties in 2023

Healthier variants become more visible

Frikom maintains its lead, but private label has a growing presence

PROSPECTS AND OPPORTUNITIES

Trend towards busier lifestyles will lead to increase in number of impulse buying occasions

Health and wellness trend will grow in importance

Further growth for private label

CATEGORY DATA

Table 1 Sales of Ice Cream by Category: Volume 2018-2023

Table 2 Sales of Ice Cream by Category: Value 2018-2023

Table 3 Sales of Ice Cream by Category: % Volume Growth 2018-2023

Table 4 Sales of Ice Cream by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Ice Cream: % Value 2019-2023

Table 6 LBN Brand Shares of Ice Cream: % Value 2020-2023

Table 7 Distribution of Ice Cream by Format: % Value 2018-2023

Table 8 Forecast Sales of Ice Cream by Category: Volume 2023-2028

Table 9 Forecast Sales of Ice Cream by Category: Value 2023-2028

Table 10 □Forecast Sales of Ice Cream by Category: % Volume Growth 2023-2028

Table 11 □Forecast Sales of Ice Cream by Category: % Value Growth 2023-2028

SNACKS IN SERBIA

EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 12 Sales of Snacks by Category: Volume 2018-2023

Table 13 Sales of Snacks by Category: Value 2018-2023

Table 14 Sales of Snacks by Category: % Volume Growth 2018-2023

Table 15 Sales of Snacks by Category: % Value Growth 2018-2023

Table 16 NBO Company Shares of Snacks: % Value 2019-2023

Table 17 LBN Brand Shares of Snacks: % Value 2020-2023

Table 18 Penetration of Private Label by Category: % Value 2018-2023

Table 19 Distribution of Snacks by Format: % Value 2018-2023

Table 20 Forecast Sales of Snacks by Category: Volume 2023-2028

Table 21 □Forecast Sales of Snacks by Category: Value 2023-2028

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Table 22 □Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 23 □Forecast Sales of Snacks by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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