

## **Ice Cream in Portugal**

Market Direction | 2023-07-17 | 27 pages | Euromonitor

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### **Report description:**

Ice cream sales are continuing to normalise after the impacts of the pandemic, the era during which foodservice outlets were closed and consumers indulged in snacking at home. In ice cream this translated to a preference for larger-size formats of ice cream via retail, instead of on-the-go impulse purchases of smaller formats or eating ice cream at an ice cream parlour. Post-pandemic, these patterns have reversed. However, although foodservice has recovered, it has not yet rebounded to pre-pande...

Euromonitor International's Ice Cream in Portugal 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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