

Ice Cream in Ukraine

Market Direction | 2023-08-09 | 25 pages | Euromonitor

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Report description:

Like other packaged food categories, ice cream suffered in late 2022 and 2023 from electricity outages. These energy problems had strong negative impact on the manufacture and storage of frozen goods. While ice cream is set to register strong retail volume growth over 2023, this is derived from a relatively low base following the slump in demand in the wake of the outbreak of the war in Ukraine in 2022. Thus, retail volume sales are projected to remain significantly lower than the 2021 pre-war l...

Euromonitor International's Ice Cream in Ukraine 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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