

Ice Cream in Ireland

Market Direction | 2024-06-26 | 25 pages | Euromonitor

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Report description:

Ice cream in Ireland in 2024 is recovering, having been one of the snacks categories most severely impacted by inflationary pressures. The heightened cost of milk, sugar and cocoa, key ingredients in ice cream production, led to high single0digit price increases in 2023, causing retail volume sales to decline. In 2024, the situation is improved as price increases are significantly lowered amid the ease in the cost of milk, although sugar and cocoa prices continue to rise. Take-home ice cream is...

Euromonitor International's Ice Cream in Ireland 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 2019-2023, 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 2028, 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 IRELAND

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Competition from new players focusing on premiumisation and special diets, prompting greater investment in innovation

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