

Ice Cream in Portugal

Market Direction | 2024-06-28 | 27 pages | Euromonitor

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Report description:

Ice cream in Portugal is achieving positive volume and value growth in 2024, in both on-trade and off-trade terms. However, consumption is somewhat suppressed in foodservice, as financial pressures mean consumers are limiting their spending when dining out. Firstly, many people are eating out less frequently, and secondly, they are spending less when they do - for example, only having a main meal and forgoing desserts, such as ice cream. That said, the resumption of out-and-about, on-the-go life...

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 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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Private labels see strong developments in ice cream

Innovation remains part of players' key strategies

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