

Ice Cream in Romania

Market Direction | 2024-06-28 | 25 pages | Euromonitor

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Report description:

Ice cream is in a negative-digit volume slump in Romania in 2024, while value sales are better supported by price hikes. As in past years, ice cream continues to be strongly affected by the seasonal weather, with the warm season which starts in April-May inspiring retailers to focus on their offerings in ice cream. Added to which, consumers' return to out-of-home lifestyles continues to support interest in on-the-go and impulse ice cream sales. Meanwhile, retailers tend to keep impulse ice cream...

Euromonitor International's Ice Cream in Romania 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 ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Ice cream volumes slump, despite consumers enjoying out-and-about lifestyles

Plant-based ice cream achieves positive volume growth due to strength of Alpro brand

Unilever maintains its lead, benefitting from its portfolio of both local and global brands

PROSPECTS AND OPPORTUNITIES

Seasonal factors will continue to influence performance, as the expansion of modern retail boosts distribution

Recovery in different formats suited to different distribution channels

Players set to use branding on freezers in small local grocers during summer months

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