

## **Ice Cream in the Netherlands**

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

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### **Report description:**

Ice cream in the Netherlands is suffering volume sales declines in 2024. Amid a shift from retail to foodservice, the increase in the latter is not enough to offset the losses in the former in terms of total volume sales. Persistent price rises are behind this drop, with price levels in ice cream now at a point pushing consumers to reconsider their purchasing habits and reducing consumption frequency. Ice cream products sold at discounted prices are expanding, with promotions proving essential t...

Euromonitor International's Ice Cream in Netherlands 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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