

## **Ice Cream in the Czech Republic**

Market Direction | 2024-07-05 | 22 pages | Euromonitor

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### **Report description:**

Ice cream looks set to be one of the most dynamic categories within snacks in 2024 due to multiple trends colliding. One of them has been changes in the social lives of young people who are increasingly switching to socialising during the day rather than visiting bars and nightclubs in the evening, with this behaviour benefiting sales of ice cream. This is partly because more young people are choosing to forgo alcohol in favour of other indulgences, such as ice cream which has become even more p...

Euromonitor International's Ice Cream in Czech Republic 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.

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