

Ice Cream in Lithuania

Market Direction | 2024-07-16 | 19 pages | Euromonitor

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Report description:

Retail volume sales of ice cream in Lithuania will see continued growth in 2024. Consumers generally consider ice cream to be a seasonal product, with demand peaking during the hot summer months. However, players are doing their best to invest in consumer education to reduce the seasonality of consumption. This is especially evident in the take-home segment, where consumer demand is more stable throughout the year, being less influenced by weather patterns. Premium ice cream products with all-na...

Euromonitor International's Ice Cream in Lithuania 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

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reliable information resources to help drive informed strategic planning.

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Euromonitor International
July 2024

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2024 DEVELOPMENTS

Take-home ice cream leads growth, as players make attempts to reduce seasonality of sales

Local dairy producers hold strong positions

Private labels have growing presence

PROSPECTS AND OPPORTUNITIES

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Health trends will shape future new development

Dairy ice cream will dominate, with plant-based ice cream failing to expand beyond niche following

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