

Ice Cream in Slovenia

Market Direction | 2024-07-16 | 20 pages | Euromonitor

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Report description:

Ice cream is the most dynamic category in snacks in Slovenia in volume and value terms in 2024. The main driver behind this is the shift in consumer purchasing behaviour with ice cream no longer perceived as a seasonal snack anymore but instead has become popular throughout the whole year. This move away from a strong reliance on seasonal demand has benefited both impulse and take-home ice cream with players focused on developing products that are appropriate for different seasons, such as light...

Euromonitor International's Ice Cream in Slovenia 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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Sales becoming less seasonal while longer, warmer summers and an uptick in tourism drives demand

Flavour innovations remain important in ice cream

Ledo continues to invest in new product development as competition intensifies

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