

# **Opportunities in the Western Europe Ice Cream Sector: Analysis of Opportunities Offered by High growth Economies**

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## **Abstracts**

?Opportunities in the Western Europe Ice Cream Sector: Analysis of Opportunities Offered by High growth Economies

### **Summary**

'Opportunities in the Western Europe Ice Cream Sector', report brings together multiple data sources to provide a comprehensive overview of the Western Europe Ice Cream sector. It includes market overview, high growth country analysis, health & wellness analysis, top brands, key distribution channels, packaging formats and case studies.

The Western Europe ice Cream sector is the second largest in the world in value terms and third largest in terms of volume in 2016. Take-home and bulk is the largest market in the Western Europe ice cream sector, followed by artisanal ice cream and impulse ice cream - single serve. Amongst all the countries in Western Europe, Italy is the largest market in value terms in 2016 and France is expected to witness fastest growth during 2016-2021. The growing demand for high-quality products and those with health & wellness claims such as 'low-fat' and 'low-sugar', amongst others, is driving the values sales of ice cream in Western Europe. On trade is the dominant distribution channel in the Western Europe ice cream sector.

### **Scope**

This report brings together multiple data sources to provide a comprehensive overview of the Western Europe ice cream sector. It includes analysis on the following -

**Sector overview:** Provides overview of the sector size, value and volume growth analysis, across regions.

**Change in consumption:** Analysis on the shift in consumption of ice cream by markets across the key countries in the Western Europe region.

**High potential countries:** Provides Risk-Reward analysis of top 4 high potential countries in the Western Europe region based on market assessment, economic development, socio-demographic, governance indicators, and technological infrastructure.

**Country analysis:** Provides deep-dive analysis of 4 high potential countries covering value growth during 2016-2021, key challenges, consumer demographics, and key trends supported with product examples. It also includes analysis of the key challenges faced and future outlook for the region.

**Health & wellness analysis:** Provides insights on the health & wellness products in terms of value and percentage share in the overall ice cream sector during 2011-2021. The analysis includes key health & wellness attributes and consumer benefits driving the sales of ice cream products in the Western Europe region, in 2016. It also covers the market share of leading companies offering ice cream with health & wellness attributes in the same year.

**Brand analysis:** Provides an overview of leading brands in the Western Europe region, besides analyzing the growth of Private Label products in the region.

**Key distribution channels:** Provides analysis on the leading distribution channels for ice cream across the key countries in the Western Europe region, in 2016. It covers three distribution channels - hypermarkets & supermarkets, convenience stores, food & drinks specialists, dollar stores, which include variety stores & general merchandisers and others, which includes cash & carries & warehouse clubs and others.

**Preferred packaging formats:** The report provides percentage share (in 2016) and growth analysis (during 2011-2021) for various packaging materials, container, closure, and outer types based on the volume sales (by pack units) of ice cream.

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