

# Economy, Standard or Premium? What's Driving Growth in Ice Cream?

<https://marketpublishers.com/r/E0655F76567EN.html>

Date: November 2015

Pages: 42

Price: US\$ 1,325.00 (Single User License)

ID: E0655F76567EN

## Abstracts

As a sequel to What's Driving Growth in Chocolate Confectionery, this report looks at different pricing strategies within the ice cream industry and aims to understand if brand positioning has a positive impact on sales. This briefing uses unique data generated for Packaged Food and demonstrates insights using latest Packaged Food Forecast Model. While a clear connection could be found between price positioning and brand performance for chocolate confectionery, ice cream is quite the opposite.

Euromonitor International's Economy, Standard or Premium? What's Driving Growth in Ice Cream? global briefing offers an insight into to the size and shape of the Packaged Food market, highlights buzz topics, emerging geographies, categories and trends and identifies the leading companies and brands. It also offers strategic analysis on driving packaged food industry trends like health and wellness, premiumisation, convenience and value-for-money and how those trends influence factors like new product developments, packaging innovations, retail distribution and retail pricing both historically and into the future.

**Product coverage:** Baby Food, Baked Goods, Biscuits and Snack Bars, Breakfast Cereals, Confectionery, Dairy, Ice Cream and Frozen Desserts, Oils and Fats, Processed Fruit and Vegetables, Processed Meat and Seafood, Ready Meals, Rice, Pasta and Noodles, Sauces, Dressings and Condiments, Soup, Spreads, Sweet and Savoury Snacks.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Packaged Food 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.

## Contents

Introduction

The State of the Ice Cream Market

Further Consolidation in Ice Cream

Pricing Strategies in Ice Cream

Recommendations

APPENDIX

## I would like to order

Product name: Economy, Standard or Premium? What's Driving Growth in Ice Cream?

Product link: <https://marketpublishers.com/r/E0655F76567EN.html>

Price: US\$ 1,325.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/E0655F76567EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970