

# Ice Cream and Frozen Desserts in Bosnia and Herzegovina

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## Abstracts

Ice cream and frozen desserts is anticipated to see a recovery in value and volume sales in 2021, after a decline in consumption in the previous year due to the impact of COVID-19 and the ensuing lockdown. Spring and summer are the key seasons for ice cream consumption. The easing of COVID-19 related restrictions and more time spent outdoors in spring and summer season will support ice cream consumption in 2021.

Euromonitor International's Ice Cream and Frozen Desserts in Bosnia and Herzegovina 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 2016-2020, 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 directly informs our forecasts to 2025, clearly indicating how the market is expected to change.

**Product coverage:** Frozen Desserts, 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 and Frozen Desserts 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.

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The easing of COVID-19 related restrictions supports a recovery in ice cream and frozen desserts consumption in 2021

Single-portion dairy ice cream shows the fastest growth in 2021

Ledo remains the clear leader in 2021, while Nestlé retains its second place and Ledo launches new products despite the pandemic

#### PROSPECTS AND OPPORTUNITIES

Ice cream and frozen desserts likely to grow over the forecast period as consumers prioritise affordable products

GMO fears have little impact on demand for ice cream and frozen desserts

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