

# Ice Cream and Frozen Desserts in the Czech Republic

<https://marketpublishers.com/r/I936C0C9981EN.html>

Date: July 2021

Pages: 30

Price: US\$ 990.00 (Single User License)

ID: I936C0C9981EN

## Abstracts

Ice cream consumption dropped in 2020 due to bad weather in June and July and weaker sales of impulse single portion ice cream during lockdown. However, consumption of ice cream is anticipated to return to pre-COVID-19 levels in 2021. The virus is expected to remain problematic in the country until the summer months after which impulse ice cream will benefit from a loosening of restrictions. The category is also likely to receive a boost from people holidaying domestically rather than travelling...

Euromonitor International's Ice Cream and Frozen Desserts in Czech Republic 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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Continued success for bulk ice cream due to ongoing lockdowns while growing interest also seen in 450-500ml cup presentations

Foodservice players adapt to decimation in footfall by embracing e-commerce

#### PROSPECTS AND OPPORTUNITIES

Positive forecast for ice cream and frozen desserts as the category is far from saturation and as COVID-19 related restrictions ease

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