

Ice Cream and Frozen Desserts in Denmark

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Abstracts

In 2021, as the vaccine programme is rolled out and the lockdown restrictions are gradually eased, current value sales of both unpackaged ice cream and impulse ice cream are predicted to perform better than in the previous year. As the lifting of the lockdown coincides with summer, socialising and eating ice cream are somewhat of a novice, which explains the spike in sales in unpackaged ice cream and impulse ice cream. As travel restrictions begin easing, there will likely be an influx of touris...

Euromonitor International's Ice Cream and Frozen Desserts in Denmark 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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ICE CREAM AND FROZEN DESSERTS IN DENMARK

KEY DATA FINDINGS

2021 DEVELOPMENTS

Unpackaged ice cream and impulse ice cream recover as lockdown restrictions ease in time for summer

Vegan ice cream continues to grow in demand as veganism gathers pace in Denmark

Friskob Is remains leading player whilst Hjem Is sees value share grow thanks to its ice cream truck format

PROSPECTS AND OPPORTUNITIES

As summers get longer, ice cream and frozen desserts is anticipated to maintain strong growth over the forecast period

More organic and vegan variants are expected over the forecast period as Danes focus on health

The premiumisation trend will gather pace over the forecast period as health-conscious consumers will be willing to pay more for better quality products

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