

# Ice Cream and Frozen Desserts in France

<https://marketpublishers.com/r/I4E3F451D2EEN.html>

Date: July 2021

Pages: 32

Price: US\$ 990.00 (Single User License)

ID: I4E3F451D2EEN

## Abstracts

Following the disruptive year of 2020, demand for ice cream and frozen desserts is set to normalise in 2021, translating to slower current value growth. The lockdown had a considerable impact on ice cream demand with impulse ice cream buys decreasing during this time. In 2021, impulse ice cream is set to see a revival in demand. In 2021, both individual and sharing ice cream formats will continue to perform well, following on from their success during the COVID-19 confinement. Cones, sticks and...

Euromonitor International's Ice Cream and Frozen Desserts in France 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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E-commerce continues growing post-lockdown

Ice cream sales driven by innovation and package format changes

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