

Ice Cream and Frozen Desserts in Hungary

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Abstracts

The rate of growth in retail volume sales of ice cream and frozen desserts slowed only modestly during 2020, in spite of an unusually cool summer and the economic shock of COVID-19. While the pandemic led to a sharp decline in demand for impulse ice cream, it drove an acceleration in the rate of growth of retail volume sales of take-home ice cream, particularly ice cream desserts. With consumers forced to spend more time at home during the year, many of them craved indulgence. However, ice cream...

Euromonitor International's Ice Cream and Frozen Desserts in Hungary 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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Rising prices will support growth in demand for private label

Indulgence and health and wellness are the key trends in new product development

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Private label offerings will continue to proliferate

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