

# Ice Cream and Frozen Desserts in North Macedonia

<https://marketpublishers.com/r/IA9BBC51B8CEN.html>

Date: June 2021

Pages: 23

Price: US\$ 990.00 (Single User License)

ID: IA9BBC51B8CEN

## Abstracts

The performance of ice cream and frozen desserts remains impacted by COVID-19 in 2021, with slower current value growth rates anticipated than were seen during the review period. However, sales are expected to increase from the previous year thanks to some lifting of COVID-19 restrictions during the summer holiday season.

Euromonitor International's Ice Cream and Frozen Desserts in North Macedonia 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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Impulse ice cream sees sales hit by ongoing decline in tourism in 2021

Leading players, Unilever Group and Nestlé Adriatic Makedonija continue to lose value shares due to competitive pressure from domestic players

Distribution value sales shift due to lockdown restrictions

#### PROSPECTS AND OPPORTUNITIES

Ice cream and frozen desserts is set to recover well as the pandemic recedes

Premium ice cream and frozen dessert trends likely to be negatively impacted by the pandemic as consumers face financial hardship

Players will invest in innovation over the forecast period in order to attract more consumers

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