

Ice Cream and Frozen Desserts in Portugal

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Abstracts

Demand for ice cream in Portugal had been significantly impacted in 2020 by the pandemic and subsequent lockdown with sales through foodservice particularly affected due to the closure of horeca outlets. In some areas of the category, such as in the case of bulk dairy ice cream, demand was reduced by half. Companies were therefore forced to re-evaluate their business strategies to reduce the negative impact on ice cream sales. Take-away and home delivery were alternative options for many local...

Euromonitor International's Ice Cream and Frozen Desserts in Portugal 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 consumption occasions set to rise in 2021 as restrictions are further relaxed

Unilever to strengthen dominance in 2021, while private label look to attract consumers with attractive prices

PROSPECTS AND OPPORTUNITIES

Full recovery expected, while strengthening consumer sentiment will drive interest in indulgent artisanal options

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