

Ice Cream and Frozen Desserts in Romania

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Abstracts

Ice cream and frozen desserts is not expected to be significantly affected by COVID-19 related restrictions in 2021. Demand for ice cream and frozen desserts is highly seasonal and the majority of sales occur in spring/summer season from May until September. In March 2021, following a third wave of COVID-19 infections, another lockdown was introduced. However, as the vaccine programme is rolled out, it is anticipated that by the summer of 2021 consumers will be able to enjoy time outdoors again...

Euromonitor International's Ice Cream and Frozen Desserts in Romania 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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An easing of COVID-19 related restrictions by spring/summer season helps boost demand for ice cream and frozen desserts in 2021

Growth is driven by take-home water ice cream, perceived as healthier and more refreshing than dairy ice cream

Unilever continues to lead in 2021 despite losing share to private label in the traditional retailers channel

PROSPECTS AND OPPORTUNITIES

Recovery for ice cream will benefit from consumers reinstalling their purchasing habits as social conditions return to normal

Expansion of modern retailing will reduce the seasonality in demand for ice cream and frozen desserts

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