

# Ice Cream and Frozen Desserts in Russia

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## Abstracts

The very favourable conditions for the development of ice cream and frozen desserts, not least a shift from foodservice to the off-trade channel, the desire for indulgence/pampering and stockpiling, during Coronavirus (COVID-19), supported strong retail volume and current value sales growth in 2020. However, as home seclusion gives way to a return to pre-pandemic lifestyles and consumption habits, ice cream and frozen desserts is expected to see a decline in retail volume and current value sales...

Euromonitor International's Ice Cream and Frozen Desserts in Russia 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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Return to pre-pandemic lifestyles sees a rebound in foodservice and dip in retail demand

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The leading players use colourful and exotic products to catch the eye of ice cream consumers

#### PROSPECTS AND OPPORTUNITIES

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