

Ice Cream and Frozen Desserts in Serbia

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Abstracts

Ice cream is expected to see a much improved performance in 2021, compared with 2020. As consumers return to pre-pandemic norms, including outdoor activities and on-the-go consumption, some of the lockdown and other Coronavirus (COVID-19)-related factors behind the declines in retail volume and current value sales are likely to ebb. In particular, impulse ice cream recorded strong sales declines in 2020, while take-home ice cream posted growth, with only a slightly slower retail volume increment...

Euromonitor International's Ice Cream and Frozen Desserts in Serbia 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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New product development consolidates dominance of Frikom in 2021

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