

# Ice Cream and Frozen Desserts in Singapore

<https://marketpublishers.com/r/I5FEA69C08FEN.html>

Date: July 2021

Pages: 29

Price: US\$ 990.00 (Single User License)

ID: I5FEA69C08FEN

## Abstracts

In 2020 when consumers were required to stay at home as much as possible to curb the transmission of COVID-19, bulk dairy ice cream was increasingly purchased for sharing at home, thus leading to double-digit growth in retail volume and value sales. However, Singapore is expected to roll out its vaccination programme successfully, which will allow the economy to open up more in the second half of 2021, resulting in less time spent at home and thus fewer consumption occasions. Therefore, given th...

Euromonitor International's Ice Cream and Frozen Desserts in Singapore 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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Single portion water ice cream suffers due to limited innovation

#### PROSPECTS AND OPPORTUNITIES

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