

Melting Under Pressure?: Global Opportunities for Ice Cream

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Abstracts

The global ice cream market weathered the economic storm fairly well in 2009, thanks to warmer weather in major markets like the US and the continued resilience of increasingly important emerging markets like China, Brazil and India. However, ice cream manufacturers must not become complacent, especially as private label encroachment is accelerating worldwide. Adding value is the name of the game, be it through novel flavours, health and wellness innovations, or leveraging ethical values.

Euromonitor International's Melting Under Pressure?: Global Opportunities for Ice Cream global briefing offers an insight into to the size and shape of the market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

Why buy this report?

Get a detailed picture of the ice cream industry;

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.

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