

# Ice Cream in Germany

<https://marketpublishers.com/r/I7FB3709049EN.html>

Date: October 2020

Pages: 35

Price: US\$ 350.00 (Single User License)

ID: I7FB3709049EN

## Abstracts

Ice Cream in Germany

### SUMMARY

Ice Cream in Germany industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The ice cream market consists of artisanal ice cream (both dairy and water-based), impulse ice cream (includes single-serve ice cream tubs, packaged cones, ice cream sandwiches, and chocolate-coated ice creams) and take-home ice cream (includes multiple-serving ice cream tubs and, ice-cream cakes). The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions have been made using constant annual average 2019 exchange rates.

The German ice cream market had total revenues of \$2,747.8m in 2019, representing a compound annual growth rate (CAGR) of 2.9% between 2015 and 2019.

Market consumption volume increased with a CAGR of 1.9% between 2015 and 2019, to reach a total of 483.4 million kilograms in 2019.

Positive economic conditions coupled with increasing purchasing power are the primary factors supporting the market growth.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the ice cream market in Germany

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the ice cream market in Germany

Leading company profiles reveal details of key ice cream market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Germany ice cream market with five year forecasts by both value and volume

## REASONS TO BUY

What was the size of the Germany ice cream market by value in 2019?

What will be the size of the Germany ice cream market in 2024?

What factors are affecting the strength of competition in the Germany ice cream market?

How has the market performed over the last five years?

Who are the top competitors in Germany's ice cream market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value
- 3.2. Market volume

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast
- 5.2. Market volume forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power

- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Market share
- 7.2. Who are the leading players in the German ice cream market?
- 7.3. Which companies have been most successful in increasing their market shares in the last four years (2015-2019)?
- 7.4. What are the most popular brands in the market?
- 7.5. What have been the largest deals in the German ice cream market in recent years?

## **8 COMPANY PROFILES**

- 8.1. Unilever NV
- 8.2. Froneri International Ltd
- 8.3. Mars, Incorporated

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Germany ice cream market value: \$ million, 2015-19
- Table 2: Germany ice cream market volume: million kilograms, 2015-19
- Table 3: Germany ice cream market category segmentation: \$ million, 2019
- Table 4: Germany ice cream market geography segmentation: \$ million, 2019
- Table 5: Germany ice cream market distribution: % share, by value, 2019
- Table 6: Germany ice cream market value forecast: \$ million, 2019-24
- Table 7: Germany ice cream market volume forecast: million kilograms, 2019-24
- Table 8: Germany ice cream market share: % share, by value, 2019
- Table 9: Unilever NV: key facts
- Table 10: Unilever NV: Key Employees
- Table 11: Unilever NV: Key Employees Continued
- Table 12: Froneri International Ltd: key facts
- Table 13: Froneri International Ltd: Key Employees
- Table 14: Mars, Incorporated: key facts
- Table 15: Mars, Incorporated: Key Employees
- Table 16: Germany size of population (million), 2015-19
- Table 17: Germany gdp (constant 2005 prices, \$ billion), 2015-19
- Table 18: Germany gdp (current prices, \$ billion), 2015-19
- Table 19: Germany inflation, 2015-19
- Table 20: Germany consumer price index (absolute), 2015-19
- Table 21: Germany exchange rate, 2015-19

## List Of Figures

### LIST OF FIGURES

- Figure 1: Germany ice cream market value: \$ million, 2015-19
- Figure 2: Germany ice cream market volume: million kilograms, 2015-19
- Figure 3: Germany ice cream market category segmentation: % share, by value, 2019
- Figure 4: Germany ice cream market geography segmentation: % share, by value, 2019
- Figure 5: Germany ice cream market distribution: % share, by value, 2019
- Figure 6: Germany ice cream market value forecast: \$ million, 2019-24
- Figure 7: Germany ice cream market volume forecast: million kilograms, 2019-24
- Figure 8: Forces driving competition in the ice cream market in Germany, 2019
- Figure 9: Drivers of buyer power in the ice cream market in Germany, 2019
- Figure 10: Drivers of supplier power in the ice cream market in Germany, 2019
- Figure 11: Factors influencing the likelihood of new entrants in the ice cream market in Germany, 2019
- Figure 12: Factors influencing the threat of substitutes in the ice cream market in Germany, 2019
- Figure 13: Drivers of degree of rivalry in the ice cream market in Germany, 2019
- Figure 14: Germany ice cream market share: % share, by value, 2019

### COMPANIES MENTIONED

Unilever NV  
Froneri International Ltd  
Mars, Incorporated

## I would like to order

Product name: Ice Cream in Germany

Product link: <https://marketpublishers.com/r/I7FB3709049EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/I7FB3709049EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970