

Ice Cream and Frozen Desserts in Western Europe

February 2021

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UK's take-home ice cream sales helping to drive regional growth

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Modern grocery retailers dominate retail distribution

Supermarkets lead, but other grocery retailers still an important channel

LEADING COMPANIES AND BRANDS

Unpackaged ice cream from artisanal players dominates in Italy

Unilever continues to extend its lead in Western Europe

Unilever a true multinational with a presence right across the region

No change at the top of the brand rankings

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