

Ice Cream in the Netherlands

June 2024

Table of Contents

Ice Cream in the Netherlands - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Ice cream sees falling volume sales in 2024

Seasonality impact wanes

Water ice cream falls faster than dairy ice cream, while collaboration leads to socially responsible product launch

PROSPECTS AND OPPORTUNITIES

Positive growth anticipated for ice cream

Dairy ice cream to continue to benefit from year-round consumption habits

Health and sustainability trends will drive development in ice cream

CATEGORY DATA

Table 1 - Sales of Ice Cream by Category: Volume 2019-2024

Table 2 - Sales of Ice Cream by Category: Value 2019-2024

Table 3 - Sales of Ice Cream by Category: % Volume Growth 2019-2024

Table 4 - Sales of Ice Cream by Category: % Value Growth 2019-2024

Table 5 - Sales of Ice Cream by Leading Flavours: Rankings 2019-2024

Table 6 - Sales of Impulse Ice Cream by Format: % Value 2019-2024

Table 7 - NBO Company Shares of Ice Cream: % Value 2020-2024

Table 8 - LBN Brand Shares of Ice Cream: % Value 2021-2024

Table 9 - NBO Company Shares of Impulse Ice Cream: % Value 2020-2024

Table 10 - LBN Brand Shares of Impulse Ice Cream: % Value 2021-2024

Table 11 - NBO Company Shares of Take-home Ice Cream: % Value 2020-2024

Table 12 - LBN Brand Shares of Take-home Ice Cream: % Value 2021-2024

Table 13 - Distribution of Ice Cream by Format: % Value 2019-2024

Table 14 - Forecast Sales of Ice Cream by Category: Volume 2024-2029

Table 15 - Forecast Sales of Ice Cream by Category: Value 2024-2029

Table 16 - Forecast Sales of Ice Cream by Category: % Volume Growth 2024-2029

Table 17 - Forecast Sales of Ice Cream by Category: % Value Growth 2024-2029

Snacks in the Netherlands - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

Table 18 - Sales of Snacks by Category: Volume 2019-2024

Table 19 - Sales of Snacks by Category: Value 2019-2024

Table 20 - Sales of Snacks by Category: % Volume Growth 2019-2024

Table 21 - Sales of Snacks by Category: % Value Growth 2019-2024

Table 22 - NBO Company Shares of Snacks: % Value 2020-2024

Table 23 - LBN Brand Shares of Snacks: % Value 2021-2024

Table 24 - Penetration of Private Label by Category: % Value 2019-2024

Table 25 - Distribution of Snacks by Format: % Value 2019-2024

Table 26 - Forecast Sales of Snacks by Category: Volume 2024-2029

Table 27 - Forecast Sales of Snacks by Category: Value 2024-2029

Table 28 - Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/ice-cream-in-the-netherlands/report.