

Ice Cream in Italy

June 2024

Table of Contents

Ice Cream in Italy - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Ice cream sales continue to normalise after the atypical spikes and falls of the pandemic era and reopening of society

Artisanal ice creams with unique flavour combinations support sales of unpackaged products in foodservice

Private labels develop their ice cream offers, with Coop leading the charge

PROSPECTS AND OPPORTUNITIES

Sustainability will continue to be key, with Unilever making innovative developments in freezing processes

Plant-based ice cream set to see further developments over the forecast period

Protein-based food trends reach 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 Italy - 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

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SOURCES

Summary 1 - Research Sources

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