

# Ice Cream in Slovakia

July 2024

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

- Ice cream achieves positive volume sales, despite high unit prices
- Private label proves popular in ice cream
- Product innovations focussed on new flavours and improved health-related labelling

### PROSPECTS AND OPPORTUNITIES

- Sustainability trends rise in ice cream
- Foodservice sales will continue to recover as consumers' spending power gradually improves
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