

Ice Cream in Romania

June 2024

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Ice Cream in Romania - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Ice cream volumes slump, despite consumers enjoying out-and-about lifestyles
Plant-based ice cream achieves positive volume growth due to strength of Alpro brand
Unilever maintains its lead, benefitting from its portfolio of both local and global brands

PROSPECTS AND OPPORTUNITIES

Seasonal factors will continue to influence performance, as the expansion of modern retail boosts distribution
Recovery in different formats suited to different distribution channels
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