

# Ice Cream in Germany

July 2024

Table of Contents

## Ice Cream in Germany - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Rising prices due to fluctuating energy costs

Established names lead ice cream landscape in Germany

Pessimistic weather outlook but hosting of EURO 2024 offers hope for summer sales

## PROSPECTS AND OPPORTUNITIES

Health trend likely to shape ice cream's future development

Warmer summers can be expected over the forecast period

Ice cream parlours offer natural competition to retail

#### **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 Germany - 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

Table 29 - Forecast Sales of Snacks by Category: % Value 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-germany/report.