

Ice Cream and Frozen Desserts in Eastern Europe

February 2021

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Key findings

REGIONAL OVERVIEW

Eastern Europe the most dynamic region in 2015-2020

Swift rebound expected from 2021 after the 2020 COVID-19 disruption

Russia plays a key role in the overall regional performance

Declining impulse ice cream sales dampen the overall 2020 performance

Additional Russian and Polish sales drive new value gains in the region

Pandemic has a mixed impact on ice cream in 2020

Modern grocery retailers the main distribution channel...

...but traditional grocery retailers still play an important role

LEADING COMPANIES AND BRANDS

High levels of concentration in many markets

Unilever continues to lead in Eastern Europe

Russia the main market for most top 10 players

Korovka iz Korenovky takes over as number one brand from Algida

FORECAST PROJECTIONS

Ice cream and frozen desserts will return to positive growth from 2021

Impulse ice cream will be driving the forecast period performance

COUNTRY SNAPSHOTS

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Belarus: Competitive and Retail Landscape

Bosnia and Herzegovina: Market Context

Bosnia and Herzegovina: Competitive and Retail Landscape

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Ukraine: Competitive and Retail Landscape

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