

Ice Cream in France

June 2023

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Ice Cream in France - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ice cream continues to lead growth in snacks in 2023, despite recent legacy of contamination French consumers retain a taste for indulgence, alongside the emergence of healthier variants Unilever teams up with home delivery operators

PROSPECTS AND OPPORTUNITIES

Leading players seek to reduce their carbon footprint Plant-based and organic ice cream set to be growing trends across the forecast period Cross-fertilisation between leading snack brands will continue, while mini-formats will appear to cost-conscious consumers

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