

Ice Cream in Portugal

July 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ice cream sales continue to normalise after the impacts of the pandemic
Year-round consumption seen in ice cream, with an ongoing rise of plant-based options
Downsizing as a strategy to maintain prices and margins

PROSPECTS AND OPPORTUNITIES

Private labels expected to gain shares through ongoing innovation
“Healthier” options in ice cream expected
Sustainability trends also expected in ice cream – notably in packaging

CATEGORY DATA

Table 1 - Sales of Ice Cream by Category: Volume 2018-2023
Table 2 - Sales of Ice Cream by Category: Value 2018-2023
Table 3 - Sales of Ice Cream by Category: % Volume Growth 2018-2023
Table 4 - Sales of Ice Cream by Category: % Value Growth 2018-2023
Table 5 - Sales of Ice Cream by Leading Flavours: Rankings 2018-2023
Table 6 - Sales of Impulse Ice Cream by Format: % Value 2018-2023
Table 7 - NBO Company Shares of Ice Cream: % Value 2019-2023
Table 8 - LBN Brand Shares of Ice Cream: % Value 2020-2023
Table 9 - NBO Company Shares of Impulse Ice Cream: % Value 2019-2023
Table 10 - LBN Brand Shares of Impulse Ice Cream: % Value 2020-2023
Table 11 - NBO Company Shares of Take-home Ice Cream: % Value 2019-2023
Table 12 - LBN Brand Shares of Take-home Ice Cream: % Value 2020-2023
Table 13 - Distribution of Ice Cream by Format: % Value 2018-2023
Table 14 - Forecast Sales of Ice Cream by Category: Volume 2023-2028
Table 15 - Forecast Sales of Ice Cream by Category: Value 2023-2028
Table 16 - Forecast Sales of Ice Cream by Category: % Volume Growth 2023-2028
Table 17 - Forecast Sales of Ice Cream by Category: % Value Growth 2023-2028

Snacks in Portugal - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2023: The big picture
Key trends in 2023
Competitive landscape
Channel developments
What next for snacks?

MARKET DATA

Table 18 - Sales of Snacks by Category: Volume 2018-2023
Table 19 - Sales of Snacks by Category: Value 2018-2023
Table 20 - Sales of Snacks by Category: % Volume Growth 2018-2023
Table 21 - Sales of Snacks by Category: % Value Growth 2018-2023
Table 22 - NBO Company Shares of Snacks: % Value 2019-2023
Table 23 - LBN Brand Shares of Snacks: % Value 2020-2023
Table 24 - Penetration of Private Label by Category: % Value 2018-2023
Table 25 - Distribution of Snacks by Format: % Value 2018-2023
Table 26 - Forecast Sales of Snacks by Category: Volume 2023-2028
Table 27 - Forecast Sales of Snacks by Category: Value 2023-2028
Table 28 - Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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