

Ice Cream in the Czech Republic

June 2023

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Ice Cream in the Czech Republic - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Plant-based ice cream registers excellent current value growth in 2023

Premium vanilla variants continue to drive sales, but private labels make headway

450-500ml packs retain interest among smaller households and individuals

PROSPECTS AND OPPORTUNITIES

Seasonality and the weather in peak periods continue to influence growth potential Health and wellness trend to continue to drive innovation and new launches in the coming years Hot summers will benefit ice cream sales over the forecast period

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