

Ice Cream in Germany

July 2023

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Ice Cream in Germany - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Germans enjoying outdoor activities benefit foodservice volumes of ice cream Higher prices driven by rising energy costs for cooling Unilever and private label retain strong presence in German ice cream

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Warmer summers likely to be long-term trend, benefiting future ice cream sales through foodservice Health claims likely to gain importance over forecast period Strong competition for retail from ice cream parlours

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