

# Ice Cream in Romania

July 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Seasonality and impulse purchases lead to positive sales for ice cream  
Plant-based ice cream drives growth, aligning with the rising health trends  
Unilever retains its lead, as local players benefit from lower price-points

#### PROSPECTS AND OPPORTUNITIES

Rising disposable incomes and impulse buys boost growth on the ice cream landscape  
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Ice cream parlours aid growth of unpackaged ice cream in more sophisticated variants

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