

# Ice Cream in Austria

November 2023

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Strong growth for plant-based ice cream  
Revival of demand for impulse ice cream  
Unilever remains dominant

#### PROSPECTS AND OPPORTUNITIES

Further developments in terms of sustainability  
Plant-based ice cream to see continued expansion  
Growing demand for impulse ice cream

#### 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 Austria - 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

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/ice-cream-in-austria/report](https://www.euromonitor.com/ice-cream-in-austria/report).