

# Ice Cream and Frozen Desserts in Belarus

June 2021

Table of Contents

## Ice Cream and Frozen Desserts in Belarus - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Ice cream and frozen desserts hit by high price rises

Three local players lead ice cream and frozen desserts, due to economy portfolio and strong marketing campaigns

Plenty of product launches in spite of weakening economy

#### PROSPECTS AND OPPORTUNITIES

Healthy constant value growth over forecast period

New product launches in line with the healthy lifestyle trend expected during the forecast period

Ice cream expected to see increasing segmentation over forecast period

#### CATEGORY DATA

Table 1 - Sales of Ice Cream and Frozen Desserts by Category: Volume 2016-2021

Table 2 - Sales of Ice Cream and Frozen Desserts by Category: Value 2016-2021

Table 3 - Sales of Ice Cream and Frozen Desserts by Category: % Volume Growth 2016-2021

Table 4 - Sales of Ice Cream and Frozen Desserts by Category: % Value Growth 2016-2021

Table 5 - NBO Company Shares of Ice Cream and Frozen Desserts: % Value 2017-2021

Table 6 - LBN Brand Shares of Ice Cream and Frozen Desserts: % Value 2018-2021

Table 7 - NBO Company Shares of Ice Cream: % Value 2017-2021

Table 8 - LBN Brand Shares of Ice Cream: % Value 2018-2021

Table 9 - Distribution of Ice Cream and Frozen Desserts by Format: % Value 2016-2021

Table 10 - Distribution of Ice Cream by Format: % Value 2016-2021

Table 11 - Forecast Sales of Ice Cream and Frozen Desserts by Category: Volume 2021-2026

Table 12 - Forecast Sales of Ice Cream and Frozen Desserts by Category: Value 2021-2026

Table 13 - Forecast Sales of Ice Cream and Frozen Desserts by Category: % Volume Growth 2021-2026

Table 14 - Forecast Sales of Ice Cream and Frozen Desserts by Category: % Value Growth 2021-2026

## Snacks in Belarus - Industry Overview

### EXECUTIVE SUMMARY

Snacks in 2021: The big picture

Key trends in 2021

Competitive landscape

Channel developments

What next for snacks?

### MARKET DATA

Table 15 - Sales of Snacks by Category: Volume 2016-2021

Table 16 - Sales of Snacks by Category: Value 2016-2021

Table 17 - Sales of Snacks by Category: % Volume Growth 2016-2021

Table 18 - Sales of Snacks by Category: % Value Growth 2016-2021

Table 19 - NBO Company Shares of Snacks: % Value 2017-2021

Table 20 - LBN Brand Shares of Snacks: % Value 2018-2021

Table 21 - Penetration of Private Label by Category: % Value 2016-2021

Table 22 - Distribution of Snacks by Format: % Value 2016-2021

Table 23 - Forecast Sales of Snacks by Category: Volume 2021-2026

Table 24 - Forecast Sales of Snacks by Category: Value 2021-2026

Table 25 - Forecast Sales of Snacks by Category: % Volume Growth 2021-2026

Table 26 - Forecast Sales of Snacks by Category: % Value Growth 2021-2026

### 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-and-frozen-desserts-in-belarus/report](http://www.euromonitor.com/ice-cream-and-frozen-desserts-in-belarus/report).