

Ice Cream and Frozen Desserts in Ireland

July 2021

Table of Contents

Ice Cream and Frozen Desserts in Ireland - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Growth of impulse ice cream drives current value sales recovery of ice cream and frozen desserts

Innovative ice cream products contribute to category's growth

Unilever brands dominate ice cream

PROSPECTS AND OPPORTUNITIES

Impulse and un packaged ice cream sales expected to recover in forecast period

Premiumisation as a key value sales driver

Growing popularity of healthier ice cream to negatively impact demand for frozen yoghurt

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 - Sales of Ice Cream by Leading Flavours: Rankings 2016-2021

Table 6 - Sales of Impulse Ice Cream by Format: % Value 2016-2021

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

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

Table 9 - NBO Company Shares of Ice Cream: % Value 2017-2021

Table 10 - LBN Brand Shares of Ice Cream: % Value 2018-2021

Table 11 - NBO Company Shares of Impulse Ice Cream: % Value 2017-2021

Table 12 - LBN Brand Shares of Impulse Ice Cream: % Value 2018-2021

Table 13 - NBO Company Shares of Take-home Ice Cream: % Value 2017-2021

Table 14 - LBN Brand Shares of Take-home Ice Cream: % Value 2018-2021

Table 15 - NBO Company Shares of Frozen Desserts: % Value 2017-2021

Table 16 - LBN Brand Shares of Frozen Desserts: % Value 2018-2021

Table 17 - Distribution of Ice Cream and Frozen Desserts by Format: % Value 2016-2021

Table 18 - Distribution of Ice Cream by Format: % Value 2016-2021

Table 19 - Distribution of Frozen Desserts by Format: % Value 2016-2021

Table 20 - Forecast Sales of Ice Cream and Frozen Desserts by Category: Volume 2021-2026

Table 21 - Forecast Sales of Ice Cream and Frozen Desserts by Category: Value 2021-2026

Table 22 - Forecast Sales of Ice Cream and Frozen Desserts by Category: % Volume Growth 2021-2026

Table 23 - Forecast Sales of Ice Cream and Frozen Desserts by Category: % Value Growth 2021-2026

Snacks in Ireland - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2021: The big picture

Key trends in 2021

Channel developments

What next for snacks?

Chart 1 - Snacks Value Sales Growth Scenarios: 2019-2026

Chart 2 - Snacks Impact of Drivers on Value Sales: 2018-2026

MARKET DATA

Table 24 - Sales of Snacks by Category: Volume 2016-2021

Table 25 - Sales of Snacks by Category: Value 2016-2021

Table 26 - Sales of Snacks by Category: % Volume Growth 2016-2021

Table 27 - Sales of Snacks by Category: % Value Growth 2016-2021

Table 28 - NBO Company Shares of Snacks: % Value 2017-2021

Table 29 - LBN Brand Shares of Snacks: % Value 2018-2021

Table 30 - Penetration of Private Label by Category: % Value 2016-2021

Table 31 - Distribution of Snacks by Format: % Value 2016-2021

Table 32 - Forecast Sales of Snacks by Category: Volume 2021-2026

Table 33 - Forecast Sales of Snacks by Category: Value 2021-2026

Table 34 - Forecast Sales of Snacks by Category: % Volume Growth 2021-2026

Table 35 - 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-ireland/report.