Western Europe: Ice Cream Market

Description: This report presents a strategic analysis of the ice cream market in Western Europe and a forecast for its development in the medium term. It provides a comprehensive overview of the market, its dynamics, structure, characteristics, main players, trends, growth and demand drivers, etc.

The purpose of the report is to describe the state of the ice cream market in Western Europe, to present actual and retrospective information about the volumes, dynamics, structure and characteristics of production, imports, exports and consumption and to build a forecast for the market in the next five years. In addition, the report presents an elaborate analysis of the main market participants, price fluctuations, trends, growth and demand drivers of the market and all other factors, influencing its development.

This research report has been prepared using the publisher’s unique methodology, including a blend of qualitative and quantitative data. The information comes from official sources and insights from market experts (representatives of the main market participants), gathered by semi-structured interviews.

The report on the ice cream market in Western Europe covers the following countries: Austria, Belgium, Denmark, Finland, France, Germany, Iceland, Ireland, Italy, Luxembourg, Netherlands, Norway, Portugal, Spain, Sweden, and the United Kingdom.

The report on the ice cream market in Western Europe includes:

- Analysis and forecast for the economy of Western Europe;
- Analysis and forecast of the market size, value and dynamics;
- Market structure (by origin, by country (includes breakdown of all indicators by all 33 analyzed countries), by types of products, etc.);
  - Volume, dynamics and analysis of domestic production (past, current and future);
  - Analysis of price levels (wholesale, retail, distributors, etc.) and their dynamics (past, current and future);
  - Volume, dynamics and analysis of imports (past, current and future);
  - Volume, dynamics and analysis of exports (past, current and future);
  - Volume, dynamics and analysis of consumption (past, current and future);
- Characteristics of the main market participants (manufacturers, distributors, wholesalers, retailers, importers, exporters, Government structures, etc.) and the competitive landscape;
- Value chain analysis;
- Analysis and forecast of the trends and levels of supply and demand on the market;
- Analysis of the factors, influencing the development of the market (market growth drivers, restraints, etc.);
- Country opportunity analysis;
- Analysis of the major trade flows;
- Forecast for development of the market in the medium term (including three possible scenarios for development).

This report will allow you to:

- Quickly and cost-effectively get a strategic analysis and gain competitive intelligence about the market;
- Track market data, including size, value, dynamics, structure, segmentation and forecasts: past, present and future;
- Track and identify key market trends, opportunities and threats and key drivers behind recent market changes;
- Strategically assess market growth potential, demand drivers and restraints on the market;
- Explore and identify new market opportunities in the countries and regions within the market;
- Evaluate the key macroeconomic indicators to get insight into the general trends within the economy;
- See how the market performed in the past (over the last 5 years) and how it will perform in the future (in the next 5 years);
- Get acquainted with the leading companies on the market;
- Evaluate how diversified the market is in terms of competitive intensity, fragmentation and environment and understand competitive threats;
- Empower your marketing, branding, strategy and market development, consumption and supply functions with useful market insights;
- Build your investment strategy by assessing market attractiveness or company attractiveness;
- Build your own market entry or market expansion strategy or evaluate your current strategy;
- Add weight to pitches and presentations by using official and accurate data and calculations.

If you are interested in the ice cream market in Western Europe, this research report will provide you with a strategic analysis of the market, its recent and future development. In addition, the report will save you time and money while presenting you all the necessary information, empowering you to make informed decisions and move your business forward.

This report is 75% ready and is in completion stage. The final version of the research report will be presented up to 5 working days after your order. If you purchase the Enterprise License, you will get an Excel sheet with all the quantitative information in up to 2 working days after your purchase.

Contents:
1. Introduction
   1.1. Report description
   1.2. Research methodology
2. Executive summary
3. Characteristics of ice cream
4. Characteristics and analysis of raw materials base
5. State of the economy of Western Europe
   5.1. Characteristics of the economy of Western Europe in 2011-2015
   5.2. Forecast for the development of the economy of Western Europe for 2016-2019
6. Overview and analysis of the ice cream market in Western Europe
   6.1. Volume, value and dynamics of the ice cream market in Western Europe in 2011-2015
   6.2. Structure of the ice cream market in Western Europe in 2011-2015: production, imports, exports, consumption
   6.3. Structure of the ice cream market in Western Europe by origin
   6.4. Structure of the ice cream market in Western Europe by country
   6.5. Key recent trends on the ice cream market in Western Europe
   6.6. Competitive landscape of the market
   6.7. Country opportunity analysis
   6.8. Key drivers and restraints for the market development in the medium term
   6.9. Forecast for development of the ice cream market in Western Europe for 2016-2021
7. Overview and analysis of the domestic production of ice cream in Western Europe
   7.1. Volume, value and dynamics of the domestic production of ice cream in Western Europe in 2011-2015
   7.2. Structure of the Western European production of ice cream by countries
   7.3. Characteristics of the main companies, producers of ice cream in Western Europe
8. Characteristics and analysis of the prices of ice cream in Western Europe
   8.1. Value chain analysis
   8.2. Structure of price formation
   8.3. Characteristics of the producer prices of ice cream in Western Europe in 2011-2015
   8.4. Characteristics of other prices of ice cream
9. Foreign trade operations of ice cream in Western Europe
   9.1. Foreign trade operations of ice cream in Western Europe in 2011-2015
10. Overview and analysis of the imports of ice cream to the Western European market
    10.1. Volume, value and dynamics of the imports of ice cream to Western Europe in 2011-2015
    10.2. Major trade inflows of ice cream imports to Western Europe
    10.3. Structure of the imports of ice cream by types of products
    10.4. Prices of imported ice cream in Western Europe
11. Overview and analysis of the Western European exports of ice cream
    11.1. Volume, value and dynamics of the Western European exports of ice cream in 2011-2015
    11.2. Major trade outflows of ice cream exports from Western Europe
    11.3. Structure of the Western European exports of ice cream by types of products
    11.4. Prices of Western European exports of ice cream
12. Characteristics of the consumption of ice cream in Western Europe
    12.1. Volume, value and dynamics of the consumption of ice cream in Western Europe in 2011-2015
    12.2. Structure of the consumption of ice cream in Western Europe in 2011-2015 (by origin, by channel)
    12.3. Structure of the consumption of ice cream in Western Europe by country
    12.4. Volume, value and dynamics of the per capita consumption of ice cream in Western Europe in 2011-2015
    12.5. Balance between supply and demand on the ice cream market in Western Europe in 2011-2015 and forecast for 2016-2021
13. Forecast for development of the ice cream market in Western Europe for 2016-2021
13.1. Factors, influencing the development of the ice cream market in Western Europe in the medium term
13.2. Forecast for market development in the medium term under three possible scenarios

About the Publisher

List of Tables:
Key indicators on the ice cream market in Western Europe in 2011-2015
Key indicators of the economy of Western Europe in 2011-2015
Forecast for the economy of Western Europe for 2016-2019
Volume and dynamics of the ice cream market in Western Europe in 2011-2015
Value and dynamics of the ice cream market in Western Europe in 2011-2015
Structure of the ice cream market in Western Europe in 2011-2015, in physical terms
Structure of the ice cream market in Western Europe in 2011-2015, in value terms
Structure of the ice cream market in Western Europe by origin in 2011-2015, in physical terms
Structure of the ice cream market in Western Europe by origin in 2011-2015, in value terms
Structure of the ice cream market in Western Europe by country in 2011-2015, in physical terms
Structure of the ice cream market in Western Europe by country in 2011-2015, in value terms
Country opportunity analysis
Volume and dynamics of the domestic production of ice cream in Western Europe in 2011-2015
Value and dynamics of the domestic production of ice cream in Western Europe in 2011-2015
Structure of the domestic production of ice cream in Western Europe by producing countries in 2011-2015, in volume terms
Structure of the domestic production of ice cream in Western Europe by producing countries in 2011-2015, in value terms
Value chain analysis of the ice cream market in Western Europe
Cost breakdown of the price formation of ice cream in Western Europe, in %
Volume and dynamics of the average producer prices of ice cream in Western Europe in 2011-2015
Volume and dynamics of other prices of ice cream in Western Europe (wholesale, distributor, retail, etc.) in 2011-2015
Trade balance of ice cream foreign trade in Western Europe in 2011-2015, in physical terms
Trade balance of ice cream foreign trade in Western Europe in 2011-2015, in value terms
Volume and dynamics of the imports of ice cream to Western Europe in 2011-2015
Value and dynamics of the imports of ice cream to Western Europe in 2011-2015
Main countries, importing ice cream to Western Europe in 2011-2015, in physical terms
Main countries, importing ice cream to Western Europe in 2011-2015, in value terms
Structure of the imports of ice cream by types of ice cream in 2011-2015, in physical terms
Structure of the imports of ice cream by types of ice cream in 2011-2015, in value terms
Average prices of imported ice cream to Western Europe in 2011-2015
Volume and dynamics of the Western European exports of ice cream in 2011-2015
Value and dynamics of the Western European exports of ice cream in 2011-2015
Recipient countries of the Western European exports of ice cream in 2011-2015, in physical terms
Recipient countries of the Western European exports of ice cream in 2011-2015, in value terms
Structure of the Western European exports of ice cream by types of ice cream in 2011-2015, in physical terms
Structure of the Western European exports of ice cream by types of ice cream in 2011-2015, in value terms
Average prices of the Western European exports of ice cream in 2011-2015
Volume and dynamics of the consumption of ice cream in Western Europe in 2011-2015
Value and dynamics of the consumption of ice cream in Western Europe in 2011-2015
Structure of the consumption of ice cream in Western Europe in 2011-2015, in physical terms
Structure of the consumption of ice cream in Western Europe in 2011-2015, in value terms
Structure of the consumption of ice cream in Western Europe by consuming countries in 2011-2015
Volume and dynamics of the per capita consumption of ice cream in Western Europe in 2011-2015
Value and dynamics of the per capita consumption of ice cream in Western Europe in 2011-2015
Balance between supply and demand on the ice cream market in Western Europe in 2011-2015 and forecast for 2016-2021, in physical terms
Balance between supply and demand on the ice cream market in Western Europe in 2011-2015 and forecast for 2016-2021, in value terms
Forecast for the total supply of ice cream in Western Europe for 2016-2021 (under the framework of the base scenario), in physical and value terms
Forecast for the total supply of ice cream in Western Europe for 2016-2021 (under the framework of the pessimistic scenario), in physical and value terms
Forecast for the total supply of ice cream in Western Europe for 2016-2021 (under the framework of the optimistic scenario), in physical and value terms
List of Figures:
Volume and dynamics of the ice cream market in Western Europe in 2011-2015
Value and dynamics of the ice cream market in Western Europe in 2011-2015
Structure of the ice cream market in Western Europe in 2011-2015, in physical terms
Structure of the ice cream market in Western Europe in 2011-2015, in value terms
Structure of the ice cream market in Western Europe by origin in physical terms in 2011-2015
Structure of the ice cream market in Western Europe by origin in value terms in 2011-2015
Structure of the ice cream market in Western Europe by country in 2011-2015, in physical terms
Structure of the ice cream market in Western Europe by country in 2011-2015, in value terms
Volume and dynamics of the domestic production of ice cream in Western Europe in 2011-2015
Value and dynamics of the domestic production of ice cream in Western Europe in 2011-2015
Structure of the domestic production of ice cream in Western Europe by producing countries in 2011-2015, in value terms
Structure of the domestic production of ice cream in Western Europe by producing countries in 2011-2015, in volume terms
Value chain analysis of the ice cream market in Western Europe
Structure of the ice cream price formation in Western Europe, in %
Deviation of the average producer prices of ice cream in Western Europe in 2011-2015
Trade balance of ice cream foreign trade in Western Europe in 2011-2015, in physical terms
Trade balance of ice cream foreign trade in Western Europe in 2011-2015, in value terms
Volume and dynamics of the imports of ice cream to Western Europe in 2011-2015
Value and dynamics of the imports of ice cream to Western Europe in 2011-2015
Main countries, importing ice cream to Western Europe in 2011-2015, in physical terms
Main countries, importing ice cream to Western Europe in 2011-2015, in value terms
Volume and dynamics of the imports of ice cream by types of ice cream in 2011-2015
Value and dynamics of the imports of ice cream by types of ice cream in 2011-2015
Average prices of imported ice cream to Western Europe in 2011-2015
Volume and dynamics of the Western European exports of ice cream in 2011-2015
Value and dynamics of the Western European exports of ice cream in 2011-2015
Recipient countries of the Western European exports of ice cream in 2011-2015, in physical terms
Recipient countries of the Western European exports of ice cream in 2011-2015, in value terms
Structure of the Western European exports of ice cream by types of ice cream in 2011-2015, in physical terms
Structure of the Western European exports of ice cream by types of ice cream in 2011-2015, in value terms
Average prices of the Western European exports of ice cream in 2011-2015
Volume and dynamics of the consumption of ice cream in Western Europe in 2011-2015
Structure of the consumption of ice cream in Western Europe in 2011-2015, in physical terms
Structure of the consumption of ice cream in Western Europe in 2011-2015, in value terms
Structure of the consumption of ice cream in Western Europe by consuming countries in 2011-2015
Value and dynamics of the per capita consumption of ice cream in Western Europe in 2011-2015
Value and dynamics of the per capita consumption of ice cream in Western Europe in 2011-2015
Balance between supply and demand on the ice cream market in Western Europe in 2011-2015 and forecast for 2016-2021, in physical terms
Balance between supply and demand on the ice cream market in Western Europe in 2011-2015 and forecast for 2016-2021, in value terms
Forecast for the total supply of ice cream in Western Europe for 2016-2021 (under the framework of the base scenario), in physical and value terms
Forecast for the total supply of ice cream in Western Europe for 2016-2021 (under the framework of the pessimistic scenario), in physical and value terms
Forecast for the total supply of ice cream in Western Europe for 2016-2021 (under the framework of the optimistic scenario), in physical and value terms

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