Ice Cream and Frozen Desserts in Italy

Description: Sales performance of ice cream and frozen desserts is strongly linked to the spring and summer weather in Italy. In fact, during spring and summer 2015 brands and retail/foodservice operators were happier with the sales results compared to previous year, given that a less rainy season encouraged more consumption. In 2016, Italy faces the reality that spring and summer are rainier than usual, and this might have a negative effect on overall sales.

The Ice Cream and Frozen Desserts in Italy report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2011-2015, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2020 illustrate how the market is set to change.

Product coverage: Frozen Desserts, Ice Cream.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?
- Get a detailed picture of the Ice Cream and Frozen Desserts market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

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ICE CREAM AND FROZEN DESSERTS IN ITALY

July 2016

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