



Ice Cream in Italy

June 2024

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Ice Cream in Italy - Category analysis

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2024 DEVELOPMENTS

Ice cream sales continue to normalise after the atypical spikes and falls of the pandemic era and reopening of society

Artisanal ice creams with unique flavour combinations support sales of unpackaged products in foodservice

Private labels develop their ice cream offers, with Coop leading the charge

PROSPECTS AND OPPORTUNITIES

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