



Ice Cream in Ireland

June 2024

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Ice Cream in Ireland - Category analysis

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2024 DEVELOPMENTS

Volume sales benefit from slowed inflation and differentiation

Competition from new players focusing on premiumisation and special diets, prompting greater investment in innovation

Impulse channels recover ground, but discounters continues to win

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Desire for indulgence as key consumption driver

Extended seasonality creates new opportunities for year-round ice cream sales

Innovation will centre on variety of formats and milk alternatives

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