



Ice Cream in Germany

July 2024

Table of Contents

Ice Cream in Germany - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising prices due to fluctuating energy costs
Established names lead ice cream landscape in Germany
Pessimistic weather outlook but hosting of EURO 2024 offers hope for summer sales

PROSPECTS AND OPPORTUNITIES

Health trend likely to shape ice cream's future development
Warmer summers can be expected over the forecast period
Ice cream parlours offer natural competition to retail

CATEGORY DATA

Table 1 - Sales of Ice Cream by Category: Volume 2019-2024
Table 2 - Sales of Ice Cream by Category: Value 2019-2024
Table 3 - Sales of Ice Cream by Category: % Volume Growth 2019-2024
Table 4 - Sales of Ice Cream by Category: % Value Growth 2019-2024
Table 5 - Sales of Ice Cream by Leading Flavours: Rankings 2019-2024
Table 6 - Sales of Impulse Ice Cream by Format: % Value 2019-2024
Table 7 - NBO Company Shares of Ice Cream: % Value 2020-2024
Table 8 - LBN Brand Shares of Ice Cream: % Value 2021-2024
Table 9 - NBO Company Shares of Impulse Ice Cream: % Value 2020-2024
Table 10 - LBN Brand Shares of Impulse Ice Cream: % Value 2021-2024
Table 11 - NBO Company Shares of Take-home Ice Cream: % Value 2020-2024
Table 12 - LBN Brand Shares of Take-home Ice Cream: % Value 2021-2024
Table 13 - Distribution of Ice Cream by Format: % Value 2019-2024
Table 14 - Forecast Sales of Ice Cream by Category: Volume 2024-2029
Table 15 - Forecast Sales of Ice Cream by Category: Value 2024-2029
Table 16 - Forecast Sales of Ice Cream by Category: % Volume Growth 2024-2029
Table 17 - Forecast Sales of Ice Cream by Category: % Value Growth 2024-2029

Snacks in Germany - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2024: The big picture
Key trends in 2024
Competitive Landscape
Channel developments
What next for snacks?

MARKET DATA

Table 18 - Sales of Snacks by Category: Volume 2019-2024
Table 19 - Sales of Snacks by Category: Value 2019-2024
Table 20 - Sales of Snacks by Category: % Volume Growth 2019-2024
Table 21 - Sales of Snacks by Category: % Value Growth 2019-2024
Table 22 - NBO Company Shares of Snacks: % Value 2020-2024
Table 23 - LBN Brand Shares of Snacks: % Value 2021-2024
Table 24 - Penetration of Private Label by Category: % Value 2019-2024
Table 25 - Distribution of Snacks by Format: % Value 2019-2024
Table 26 - Forecast Sales of Snacks by Category: Volume 2024-2029
Table 27 - Forecast Sales of Snacks by Category: Value 2024-2029
Table 28 - Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

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-in-germany/report.