

**VOLUME 2: FOODSERVICE & RETAIL MARKETS**

**114 Single Product Markets  
and  
32 Product Groups available**

**ICE CREAM**

**PRODUCT GROUP: ICE CREAM AND DESSERTS**

**Main Process Family:**

Frozen

**Product:** Ice cream

**Principal Meal Function:**

Dessert

**Total Catering Share:** 37.6% (by value)

**Definition: #** Dairy/non-dairy ice cream and sorbets, industrial and artisanal (including estimates of underrecorded artisanal), soft ice.

**Data year provided - All Countries**  
Updated April / May Each Year - Annual  
Subscribers get free access.

**MARKET SIZE BY VALUE**

**Full Product Definitions**  
Provided, comparable  
across all countries.

Countries	Local	Total 2010 Markets					Food-service Share in Nat'l Mkt (%)	Expenditure Per Capita		Foodservice Rankings		
		Foodserv. Market	Retail Market	Foodserv. Market	Retail Market	Total Market		Foodserv.	Retail	Total Mkt Size	Nat'l Mkt Share	Per Capita Exp.
		(Local millions)	(Local millions)	(Euro millions)	(Euro millions)	(Euro millions)		(Euros)	(Euros)			
Austria	EUR	53.9	180.4	53.9	180.4	234.3	23.0%	6.42	21.49	21	21	19
Belgium/Lux	EUR	110.3						9.74	25.51	14	16	16
Bulgaria	BGL	20.5						1.38	7.96	25	24	23
Canada	CAD	471.4						10.27	14.55	7	8	14
Czech Republic	CZK	2 520.1						9.70	29.88	15	20	17
Denmark	DKK	680.3						16.60	20.97	18	7	6
Finland	EUR	86.1	181.8	86.1	181.8	267.9	32.1%	16.10	34.00	19	14	7
France	EUR	375.0	1 131.0	375.0	1 131.0	1 506.0	24.9%	6.00	18.11	6	19	20
Germany	EUR	1 007.2	2 541.0	1 007.2	2 541.0	3 548.2	28.4%	12.16	30.68	3	15	12
Greece	EUR	171.4	243.0	171.4	243.0	414.4	41.4%	15.19	21.53	10	8	8
Hungary	HUF	10 233.0	50 996.9	37.1	185.1	222.3	16.7%	3.71	18.50	23	23	21
Ireland	EUR	94.3	150.5	94.3	150.5				34.62	16	10	2
Italy	EUR	1 180.6	1 936.6	1 180.6	1 936.6				32.82	2	11	5
Mexico	MXN	2 113.0	1 934.0	126.0	115.4				1.06	13	2	24
Netherlands	EUR	224.8	397.5	224.8	397.5				24.17	8	13	10
Norway	NOK	562.7	1 669.9	70.3	208.6	278.9	25.2%	14.41	42.76	20	18	9
Poland	PLZ	519.2	1 404.5	130.0	351.6	481.6	27.0%	3.44	9.30	12	17	22
Portugal	EUR	213.1	171.4	213.1	171.4	384.6	55.4%	20.06	16.13	9	1	4
Romania	ROL					153.5	11.4%	0.82	6.34	24	25	25
Slovakia	EUR											18
Spain	EUR											13
Sweden	SEK	895.6	3 785.0	93.9	396.9							15
Switzerland	CHF	236.4	297.7	171.3	215.7							1
United Kingdom	GBP	662.5	810.4	772.3	944.6							11
United States	USD	8 868.0	8 824.5	6 689.3	6 656.5	13 345.8	50.1%	21.65	21.55	1	3	3
<b>Total</b>				<b>12 735.7</b>	<b>18 001.3</b>	<b>30 737.0</b>	<b>41.4%</b>	<b>13.41</b>	<b>18.95</b>			

**Any choice**  
from 25 European  
and North American  
countries possible

**A UNIQUE COMPLETE PANORAMA  
OF  
RETAIL & FOODSERVICE MARKETS  
BY VALUE**

**Purchasing Power**  
varies greatly from  
country to country

**Local Currency and US\$ or  
Euro value data provided.**

**IMPORTANCE OF THE  
FOODSERVICE MARKET**  
Country Rankings Point to Foodservice Market  
Strengths and Weaknesses  
(Relative Size/Share/Per Capita Consumption)

# All data refer to total final human consumption, including retail, catering/foodservice and artisanal (own-produced for own sale, e.g. independent bakers), thus excluding industrial consumption and auto-consumption. ## Countries listed except Norway & Switzerland

**Note: Illustrative Data Only Presented**