

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 2009 Markets					Food-service Share in Nat'l Mkt (%)	Expenditure Per Capita		Foodservice Rankings		
		Foodserv. Market (Local millions)	Retail Market (Local millions)	Foodserv. Market (Euro millions)	Retail Market (Euro millions)	Total Market (Euro millions)		Foodserv. (Euros)	Retail (Euros)	Total Mkt Size	Nat'l Mkt Share	Per Capita Exp.
Austria	EUR	56.2	174.9	56.2	174.9	231.1	24.3%	6.77	21.04	18	18	18
Belgium/Lux	EUR	116.9						10.59	25.64	11	13	13
Bulgaria	BGL	19.1						1.29	6.96	22	21	21
Czech Republic	CZK	2 570.2						9.55	27.28	13	17	15
Denmark	DKK	729.9						17.91	20.40	12	5	5
Finland	EUR	83.5						15.80	30.67	16	11	7
France	EUR	446.4	1 247.8	446.4	1 247.8	1 694.3	26.4%	6.98	19.51	5	16	17
Germany	EUR	1 060.6	2 470.2	1 060.6	2 470.2	3 530.8	30.0%	12.87	29.97	2	12	12
Greece	EUR	194.8	250.2	194.8	250.2	445.0	43.8%	17.36	22.29	8	6	6
Hungary	HUF	9 768.3	45 466.1	36.9	171.6	208.4	17.7%	3.66	17.02	20	20	19
Ireland	EUR	97.5	141.8	97.5	141.8	239.3	40.8%	22.50	32.71	14	7	1
Italy	EUR	1 232.7	1 843.1	1 232.7	1 843.1				31.22	1	8	3
Netherlands	EUR	236.7	382.5	236.7	382.5				23.20	6	10	10
Norway	NOK	550.3	1 513.0	67.5	185.6				39.56	17	15	8
Poland	PLZ	488.2	1 221.2	119.1	297.8	410.5	20.0%	5.10	7.83	10	14	20
Portugal	EUR	229.8	162.0	229.8	162.0	391.9	58.7%	21.41	15.10	7	1	2
Romania	ROL	69.1	503.0	17.4	126.7	144.1	12.1%	0.81	5.93	21	22	22
Slovakia	SKK	1 375.1	2 137.2	45.0	69.9	114.9	39.2%	8.34	12.97	19	9	16
Spain	EUR	6				1 180.9	53.1%	14.05	12.42	4	2	11
Sweden	SEK	8										14
Switzerland	CHF	2										4
United Kingdom	GBP	691.3	761.0	875.0	963.3							9
Western Europe				5 996.8	10 466.4	16 463.2	36.4%	12.03	21.00			

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

Source: Food for Thought

Note: Illustrative Data Only Presented