

**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:** 44.0% (by volume)

**Dry Weight Conversion Factor:##**

0.75

## Single Product volume da Dairy/non-dairy ice cream and sorbets, industrial and artisanal (including estimates of underrecorded artisanal), soft ice.

**UPDATE SCHEDULE**  
All data updated in April / May each year.  
Annual Subscribers get Free Access.

**MARKET SIZE BY VOLUME**

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

Countries	Total 2009 Markets			National Market	Total Market			Consumption Per Capita		Foodservice Rankings		
	Foodserv. Market	Retail Market	Total Market		Foodserv. Share	Foodserv. Share	Retail Share	Foodserv. Per Capita	Retail Per Capita	Total Mkt Size	Nat'l Mkt Share	Per Capita Cons.
	(million litres)	(million litres)	(million litres)	(%)	(%)	(%)	(litres)	(litres)				
Austria	16.4	40.8	57.1	28.6%	1.0%	2.0%	1.97	4.91	18	18	16	
Belgium/Lux	30.0	57.2					2.71	5.18	11	13	13	
Bulgaria	2.6	11.4					0.34	1.50	22	21	21	
Czech Republic	22.6	51.4					2.21	5.02	16	17	15	
Denmark	27.0	22.1					4.94	4.04	13	5	4	
Finland	29.9	44.8					5.65	8.48	12	11	1	
France	112.5	250.5	363.0	31.0%	7.1%	12.1%	1.76	3.92	5	16	18	
Germany	242.4	443.6	686.0	35.3%	15.3%	21.4%	2.94	5.38	3	12	12	
Greece	50.0	47.0	97.0	51.5%	3.1%	2.3%	4.45	4.19	8	6	9	
Hungary	8.9	34.1	43.0	20.8%	0.6%	1.6%	0.89	3.38	20	20	20	
Ireland	23.3	25.3	48.6	47.9%	1.5%	1.2%	5.38	5.84	15	7	2	
Italy	285.9	320.5	606.4	47.2%	18.0%	15.4%	4.84	5.43	1	8	5	
Netherlands	59.2	72.4	131.6	45.0%	3.7%	3.5%	3.59	4.39	6	10	11	
Norway	21.7	47.6	69.3	31.4%	1.4%	2.3%	4.63	10.13	17	15	7	
Poland	47.0	93.0	140.0	33.6%	3.0%	4.5%	1.24	2.44	9	14	19	
Portugal	54.8	24.6	79.4	69.0%	3.5%	1.2%	5.10	2.29	7	1	3	
Romania	6.0	36.0	42.0	14.2%	0.4%	1.7%	0.28	1.69	21	22	22	
Slovakia	10.1	11.9	22.0	46.1%	0.6%	0.6%	1.88	2.20	19	9	17	
Spain	199.4	119.9	319.3	62.4%	12.6%							
Sweden					1.5%							
Switzerland					1.9%							
United Kingdom					17.8%							
<b>Western Europe</b>	<b>1 587.3</b>	<b>2 077.1</b>	<b>3 664.4</b>	<b>43.3%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>3.19</b>	<b>4.17</b>				

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

**Strategic Overview**  
An instant assessment of the importance of foodservice markets - in some countries negligible, in others over half the market.

**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

## Single Product volume data is rounded up/down in Product Group tables (including several products) by the Ready-to-Eat/Drink Dry Weight Conversion Factor.

Source: Food for Thought

**Note: Illustrative Data Only Presented**