

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 2010 Markets			National Market	Total Market		Consumption Per Capita		Foodservice Rankings		
	Foodserv. Market (million litres)	Retail Market (million litres)	Total Market (million litres)	Foodserv. Share (%)	Foodserv. Share (%)	Retail Share (%)	Foodserv. (litres)	Retail (litres)	Total Mkt Size	Nat'l Mkt Share	Per Capita Cons.
Austria	15.6	42.2	57.8	27.1%	0.3%	0.9%	1.86	5.02	21	21	18
Belgium/Lux	29.0	60.3					2.56	5.32	15	16	15
Bulgaria	2.4	11.5					0.32	1.51	25	24	24
Canada	146.0	154.0					4.34	4.58	6	8	7
Czech Republic	21.0	52.0					2.05	5.05	18	20	17
Denmark	25.1	23.2					4.56	4.21	16	7	6
Finland	29.8	49.1	78.9	37.8%	0.6%	1.0%	5.58	9.18	13	14	2
France	96.3	232.4	328.8	29.3%	1.9%	4.9%	1.54	3.72	8	19	20
Germany	234.6	467.9	702.5	33.4%	4.6%	9.9%	2.83	5.65	4	15	14
Greece	45.9	48.4	94.3	48.7%	0.9%	1.0%	4.07	4.29	11	9	10
Hungary	8.3	33.9	42.2	19.7%	0.2%	0.7%	0.83	3.39	23	23	23
Ireland	23.3	28.1	51.5	45.3%	0.5%	0.6%	5.36	6.48	17	10	3
Italy	271.7	338.1	609.8	44.6%	5.3%	7.2%	4.60	5.73	2	11	5
Mexico	98.6	61.9	160.4	61.4%	1.9%	1.3%	0.91	0.57	7	2	22
Netherlands	53.8	72.8	126.7	42.5%	1.1%	1.5%	3.27	4.43	10	13	13
Norway	20.7	49.0	69.7	29.7%	0.4%	1.0%	4.24	10.05	19	18	8
Poland	44.1	94.9	139.0	31.8%	0.9%	2.0%	1.17	2.51	12	17	21
Portugal	54.5	29.1	83.6	65.2%	1.1%	0.6%	5.13	2.74	9	1	4
Romania	5.6	36.2	41.8	13.4%	0.1%						
Slovakia					0.2%						
Spain					3.4%						
Sweden					0.4%						
Switzerland					0.6%						
United Kingdom	256.2	227.9	484.1	52.9%	5.0%	4.8%	4.11	3.66	3	5	9
United States	3 389.2	2 358.3	5 747.5	59.0%	66.4%	50.2%	10.97	7.63	1	3	1
Total	5 103.3	4 702.3	9 805.6	52.0%	100.0%	100.0%	5.37	4.95			

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