

VOLUME 1: TOTAL MARKET

PRODUCT GROUP: ICE CREAM AND DESSERTS

Main Process Family: Frozen

Product: Ice cream

Principal Meal Function: Dessert

Definition: # 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.

UPDATE SCHEDULE
The demand database is updated by one year in April / May

Full Product Definitions
Provided, comparable across all countries.

MARKET SIZE: VALUE

Countries	Historical Markets			Forecast Markets **			Historical & Forecast Growth			Market Analysis			
	2004	2008	2009	2010	2011	2012	2004-09	2004-09	2009-12	2009	2009	2009	
	(Current Euro millions)	(Current Euro millions)	(Current Euro millions)	(Constant 2008 Euro millions)	(Current 2008 Euro millions)	(Current 2008 Euro millions)	Ann. Gr. (Current Euro m.)	Ann. Gr. (Av. annual real %)*	Ann. Gr. (Av. annual real %)**	Market (Local Currency millions)	Market Shares (percent)	Market Expend. per capita (Euros)	
Austria	197.5	221.9	231.1	233.6	236.4	240.0	6.7	0.3%	0.5%	EUR	231.1	1.4%	27.81
Belgium/Lux	342.1	382.1	399.9	404.8	410.0	416.6	11.6	0.4%	0.6%	EUR	399.9	2.4%	36.23
Bulgaria	30.2	57.3	62.6	63.3	71.6	80.9	6.5	9.5%	7.7%	BGL	122.2	0.4%	8.25
Czech Republic	217.6	340.6									9 913.8	2.3%	36.83
Denmark	191.2	207.4									1 561.2	1.3%	38.30
Finland	220.5	237.2									245.7	1.5%	46.48
France	1 861.7	1 592.9									1 694.3	10.3%	26.49
Germany	3 121.2	3 430.5									3 530.8	21.4%	42.84
Greece	364.2	423.1									445.0	2.7%	39.65
Hungary	132.0	192.9	206.4	209.5	224.4	239.3	13.5	4.0%	3.6%	HUF	55 234.4	1.3%	20.68
Ireland	184.0	225.0	239.3	247.1	255.4	264.7	11.1	2.7%	2.6%	EUR	239.3	1.5%	55.21
Italy	2 698.7	3 009.9	3 075.8	3 132.1	3 186.1	3 250.5	75.4	0.5%	1.0%	EUR	3 075.8	18.7%	52.10
Netherlands	555.9	586.0	619.2								619.2	3.8%	37.55
Norway	184.0	238.9	253.2								2 063.3	1.5%	53.95
Poland	220.8	412.6	416.9								1 709.4	2.5%	10.96
Portugal	286.8	365.5	391.9								391.9	2.4%	36.51
Romania	61.6	148.4	144.1								572.1	0.9%	6.74
Slovakia	54.8	96.3	114.9	109.6	114.9	119.9	12.0	3.6%	4.4%	SKK	3 512.3	0.7%	21.31
Spain	1 098.8	1 110.7	1 180.9	1 205.7	1 232.9	1 261.0	16.4	-3.6%	1.3%	EUR	1 180.9	7.2%	26.47
Sweden	476.4	440.3	447.4	438.4	429.7	423.2	-5.8				4 174.6	2.7%	49.16
Switzerland	332.9	323.2	337.1	338.4	339.4	342.0	0.8				539.4	2.0%	42.28
United Kingdom	1 837.0	1 991.7	1 838.3	1 891.0	1 943.1	2 007.6	0.3				1 452.3	11.2%	30.18
Total	14 669.9	16 034.6	16 463.2	16 705.7	17 081.9	17 519.9	358.7	0.4%	0.4%	-	-	100.0%	33.04

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.

* Applying full exponential regression curve analysis which includes data for all intermediary years. Based on local currencies applying country/product food price deflators to value data to obtain constant prices. If currency change, e.g. to Euros, new currency data converted back to local currencies using last available last exchange rate to avoid exchange rate effects. Excludes the "quality" factor, i.e. assumes product continuity.

** Applying last historic year exchange rates and current euros (hence no inflation effect on forecast growth calculations).

Source: Food for Thought