

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.

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

MARKET SIZE BY VOLUME

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

Countries	Total 2007 Markets			National Market	Total Market			Consumption Per Capita		Foodservice Rankings		
	Foodserv. Market	Retail Market	Total Market		Foodserv. Share	Foodserv. Share	Retail Share	Foodserv. (litres)	Retail (litres)	Total Mkt Size	Nat'l Mkt Share	Per Capita Cons.
Austria	16.3	40.6	56.8	28.6%	1.1%	2.2%	1.96	4.89	16	15	15	
Belgium/Lux.	29.9	57.1					2.72	5.19	10	12	13	
Denmark	27.0	22.1					4.95	4.05	12	5	5	
Finland	29.7	44.6					5.64	8.46	11	10	1	
France	111.9	249.1					1.77	3.94	5	14	16	
Germany	241.7	442.2					2.93	5.36	3	11	12	
Greece	49.4	46.6	96.0	51.5%	3.3%	2.5%	4.42	4.16	8	6	9	
Ireland/Eire	22.6	24.5	47.1	47.9%	1.5%	1.3%	5.29	5.74	14	7	2	
Italy	282.7	316.9	599.5	47.2%	18.9%	17.2%	4.80	5.38	1	8	6	
Netherlands	59.0	72.3	131.3	45.0%	3.9%	3.9%	3.60	4.40	6	9	11	
Norway	21.0	46.0	67.1	31.4%	1.4%	2.5%	4.51	9.86	15	13	8	
Portugal	52.8	23.7	76.6	69.0%	3.5%	1.3%	4.97	2.23	7	1	4	
Spain	219.6	132.1	351.7	62.4%	14.7%	7.2%	4.98	3.00	4	2	3	
Sweden	23.9	76.5	100.5	23.8%	1.6%	4.2%	2.64	8.44	13	16	14	
Switzerland	30.9	25.2	56.0	55.1%	2.1%	1.4%	4.12	3.36	9	4	10	
United Kingdom	280.0	220.0	500.0	56.0%	18.7%	12.0%	4.62	3.63	2	3	7	
Western Europe	1 498.5	1 839.4	3 337.9	44.9%	100.0%	100.0%	3.72	4.56				

**Any choice
from 25 countries
possible**

**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