

VOLUME 1: TOTAL MARKET

**114 Single Product Markets
and
32 Product Groups available**

9.1 ICE CREAM

PRODUCT GROUP: ICE CREAM AND DESSERTS

Product: Ice cream

Principal Meal Function: Frozen Dessert

W. Europe Forecast:* 0.8% (2007-2012 real average annual values)

Definition:# Dairy/non-dairy ice cream and sorbets, industrial and artisanal (including estimates of underrecorded artisanal), soft ice.

UPDATE SCHEDULE
The demand database is updated by one year from May to July, country by country.

Regional Forecasts

Full Product Definitions
Provided, comparable across all countries.

MARKET SIZE: VALUE

Countries	Total Markets								Exp. Per Capita (2007) (Ecus)	Unit Values		Rankings		
	2002	2006	2007	2007	2007	2002-2007 Av.		2007		2002-07	2007	2007	5-year	
	(Current Euro millions)	(Current Euro millions)	(Current Euro millions)	(Equivalent Local Currency millions)	Shares (per-cent)	(Real per-cent)##	(Current Euro m.)	Index (= 100)		Change (2002=100)***	Total Mkt Size	Per Capita Exp.	Real % Market Growth	
Austria	188.0	206.4	221.9	EUR 221.9	1.4%	0.4%	6.8	26.77	84	114	15	15	11	
Belgium/Lux.	312.1	352.4								113	9	12	6	
Denmark	181.2	183.3								113	16	9	14	
Finland	215.4	218.9								104	13	5	10	
France	1 556.0	1 706.0								95	5	16	15	
Germany	2 855.3	3 320.0								113	1	8	5	
Greece	344.8	403.7								117	8	10	7	
Ireland/Eire	169.6	191.0	225.0	EUR 225.0	1.4%	1.5%	11.1	52.70	102	117	14	1	4	
Italy	2 496.2	2 861.7	3 009.9	EUR 3 009.9	19.3%	0.7%	102.7	51.14	108	114	2	3	8	
Netherlands	536.7	597.0	586.0	EUR 586.0	3.8%	0.2%	9.9	35.71	96	110	6	11	12	
Norway	191.4	217.0	238.9	NOK 1 923.3	1.5%					102	12	2	1	
Portugal	268.2	320.4	365.5	EUR 365.5	2.3%					12	10	13	3	
Spain	1 274.3	1 742.6	1 907.4	EUR 1 907.4	12.2%					21	4	6	2	
Sweden	476.6	403.5	440.3	SEK 4 095.1	2.8%					108	7	4	16	
Switzerland	332.5	319.1	323.2	CHF 533.3	2.1%	0.5%	-1.9	43.11	124	94	11	7	9	
United Kingdom	2 041.9	1 966.5	1 991.7	GBP 1 386.2	12.8%	0.1%	-10.0	32.85	85	90	3	14	13	
Western Europe	13 440.4	15 009.4	15 583.2					428.6	38.66	100	108			

* Excludes the "quality" factor, i.e. assumes product continuity. ** Countries listed except Norway & Switzerland *** Applying current euros & exchange rates.
 # 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 6-Year exponential regression curve analysis, and country/product food price deflators to value data in local currencies. In Euro area, 2002- 2005 values converted back to local currencies at 2001 exchange rate to avoid exchange rate effects. Totals are weighted averages.
 Source: Food for Thought

Note: Illustrative Data Only Presented