



Euromonitor
International

Ice Cream in Singapore

July 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Unit price growth continues to adversely impact volume consumption
- Plant-based ice cream expected to remain a niche category
- Indulgence continues to drive new flavour innovation in ice cream

PROSPECTS AND OPPORTUNITIES

- Greater focus on value growth than volume growth as brands attempt to sustain profits
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Snacks in Singapore - Industry Overview

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DISCLAIMER

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