



**Euromonitor
International**

Ice Cream in Italy

June 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Ice cream sales continue to normalise after the atypical spikes and falls of the pandemic era and reopening of society
Artisanal ice creams with unique flavour combinations support sales of unpackaged products in foodservice
Private labels develop their ice cream offers, with Coop leading the charge

PROSPECTS AND OPPORTUNITIES

Sustainability will continue to be key, with Unilever making innovative developments in freezing processes
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DISCLAIMER

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