



Euromonitor
International

Ice Cream in Portugal

June 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Ice cream maintains a positive overall performance, with plant-based options in the lead
Private labels see strong developments in ice cream
Innovation remains part of players’ key strategies

PROSPECTS AND OPPORTUNITIES

Demand for “healthier” options in ice cream expected to grow, alongside the trend for indulgent consumption
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DISCLAIMER

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