



Euromonitor
International

Ice Cream in Finland

July 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Stable demand for ice cream, despite high price points
- Ice cream flavours inspired by popular confectionery brands continue to win favour
- Unilever looks set to lose ground, following movement away from domestic production

PROSPECTS AND OPPORTUNITIES

- Private labels will gain traction, as consumers remain price sensitive
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- Sustainability will be key area of focus

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DISCLAIMER

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