

## **The Future of the Ice Cream Market in France to 2018**

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SAMPLE



## Summary

The Future of the Ice Cream Market in France to 2018 is the result of Canadean's extensive market research. The report presents detailed analysis on the Ice Cream consumption trends in France, historic and forecast Ice Cream consumption volumes and values at market and category level, brand share and distribution channel data. This report brings together Canadean Intelligence's research, modeling and analysis expertise in order to develop uniquely detailed market data. This allows domestic and foreign companies to identify the market dynamics to account for Ice Cream sales overall and to know which categories and segments are showing growth in the coming years.

## Key Findings

"Why was the report written?"

This report provides authoritative and granular data on the Ice Cream market in France and, in doing so fills the gaps in marketers' understanding of trends and the components of change behind them.

Based upon extensive primary and secondary research to provide comprehensive and granular data, this report allows marketers to confidently update their strategic and tactical plans.

Marketers need data on volume and value changes, brand dynamics and distribution trends in order to effectively plan strategies.

What are the key drivers behind recent market changes?

This report examines the components of change in the market by looking at historic and future growth patterns, including the effects of consumers' behavior on total volumes, values, brands selected and types of product chosen.

What makes this report unique and essential to read?

The report provides the latest, detailed data on dynamics in France Ice Cream market, providing marketers with the essential data to understand their own, and their competitors' position in the market and the information to accurately identify where to compete in the future."

## Reasons to Buy

"The report provides a unique mix of highly granular market data, based upon detailed industry research, in order to offer a detailed insight into the trends and dynamics affecting Ice Cream market in France.

Custom segmentation of the market provides unique views and insights for marketers on the volume, brand and distribution data, to give unparalleled insight into the market."

# 1. France Ice Cream Market Analysis, 2008–18

## 1.1 Ice Cream Value Analysis, 2008–18

### 1.1.1 Overall Ice Cream Market Value, 2008–18

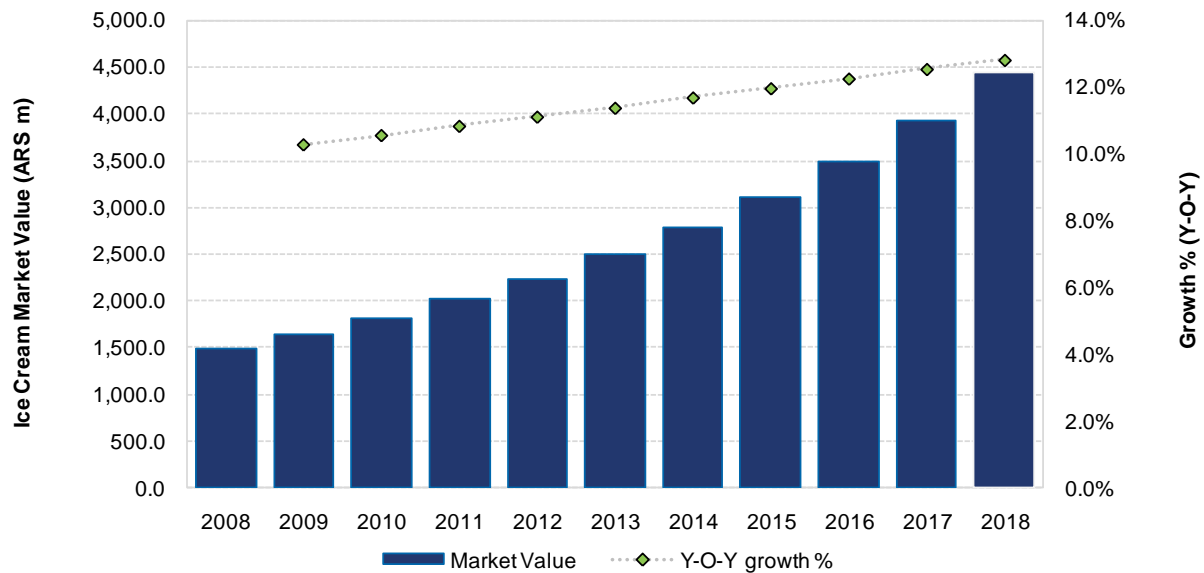
**Table 1: France Ice Cream Market Value (LCU m) and Growth (Y-o-Y), 2008–18**

|                  | 2008       | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|------------------|------------|------|------|------|------|------|------|------|------|------|------|
| Market Value     |            |      |      |      |      |      |      |      |      |      |      |
| Y-o-Y growth     |            |      |      |      |      |      |      |      |      |      |      |
| Source: Canadean | © Canadean |      |      |      |      |      |      |      |      |      |      |

**Table 2: France Ice Cream Market Value (USD m) and Growth (Y-o-Y), 2008–18**

|                  | 2008       | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|------------------|------------|------|------|------|------|------|------|------|------|------|------|
| Market Value     |            |      |      |      |      |      |      |      |      |      |      |
| Y-o-Y growth     |            |      |      |      |      |      |      |      |      |      |      |
| Source: Canadean | © Canadean |      |      |      |      |      |      |      |      |      |      |

**Figure 1: France Ice Cream Market Value (LCU m) and Growth (Y-o-Y), 2008–18**



Source: Canadean

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**Note:**

Chart in the above figure represents only sample data and no actual data is provided.

## 1.1.2 Ice Cream Market Value by Category, 2008–18

**Table 3: France Ice Cream Market Value (LCU m) by Category, 2008–13**

| Category            | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | CAGR<br>2008–13 |
|---------------------|------|------|------|------|------|------|-----------------|
| Artisanal Ice Cream |      |      |      |      |      |      |                 |
| Impulse Ice Cream   |      |      |      |      |      |      |                 |
| Take-Home Ice Cream |      |      |      |      |      |      |                 |
| <b>Overall</b>      |      |      |      |      |      |      |                 |
| Source: Canadean    |      |      |      |      |      |      | © Canadean      |

**Table 4: France Ice Cream Market Value (LCU m) by Category, 2013–18**

| Category            | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | CAGR<br>2013–18 |
|---------------------|------|------|------|------|------|------|-----------------|
| Artisanal Ice Cream |      |      |      |      |      |      |                 |
| Impulse Ice Cream   |      |      |      |      |      |      |                 |
| Take-Home Ice Cream |      |      |      |      |      |      |                 |
| <b>Overall</b>      |      |      |      |      |      |      |                 |
| Source: Canadean    |      |      |      |      |      |      | © Canadean      |

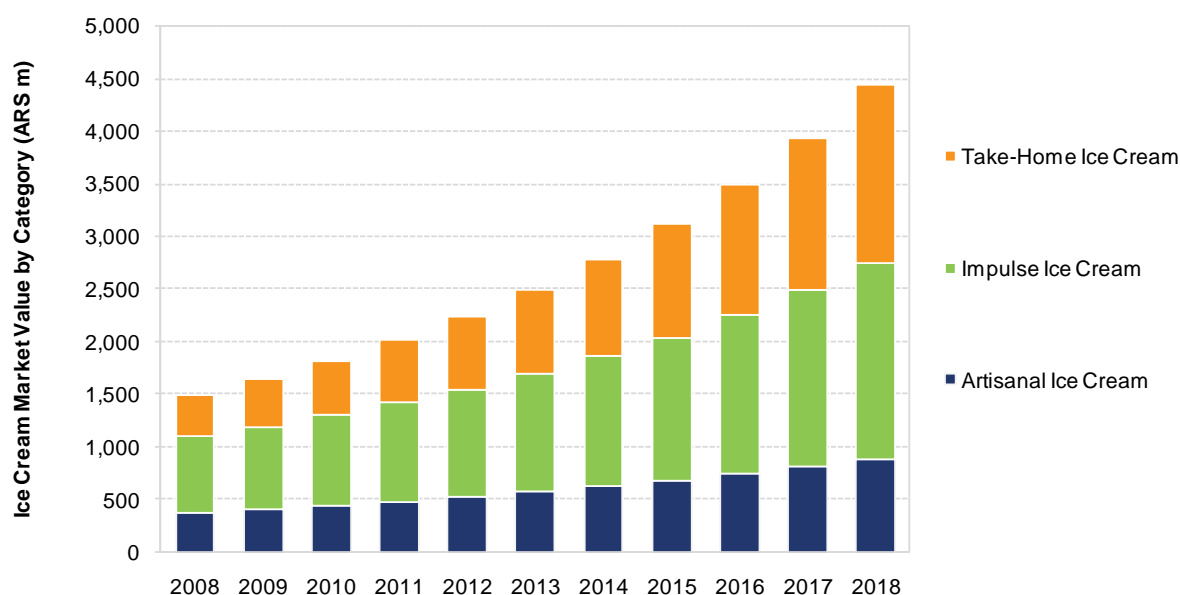
**Table 5: France Ice Cream Market Value (USD m) by Category, 2008–13**

| Category            | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | CAGR<br>2008–13 |
|---------------------|------|------|------|------|------|------|-----------------|
| Artisanal Ice Cream |      |      |      |      |      |      |                 |
| Impulse Ice Cream   |      |      |      |      |      |      |                 |
| Take-Home Ice Cream |      |      |      |      |      |      |                 |
| <b>Overall</b>      |      |      |      |      |      |      |                 |
| Source: Canadean    |      |      |      |      |      |      | © Canadean      |

**Table 6: France Ice Cream Market Value (USD m) by Category, 2013–18**

| Category            | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | CAGR<br>2013–18 |
|---------------------|------|------|------|------|------|------|-----------------|
| Artisanal Ice Cream |      |      |      |      |      |      |                 |
| Impulse Ice Cream   |      |      |      |      |      |      |                 |
| Take-Home Ice Cream |      |      |      |      |      |      |                 |
| <b>Overall</b>      |      |      |      |      |      |      |                 |

Source: Canadean

**Figure 2: France Ice Cream Market Value (LCU m) by Category, 2008–18**


Source: Canadean

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**Note:**

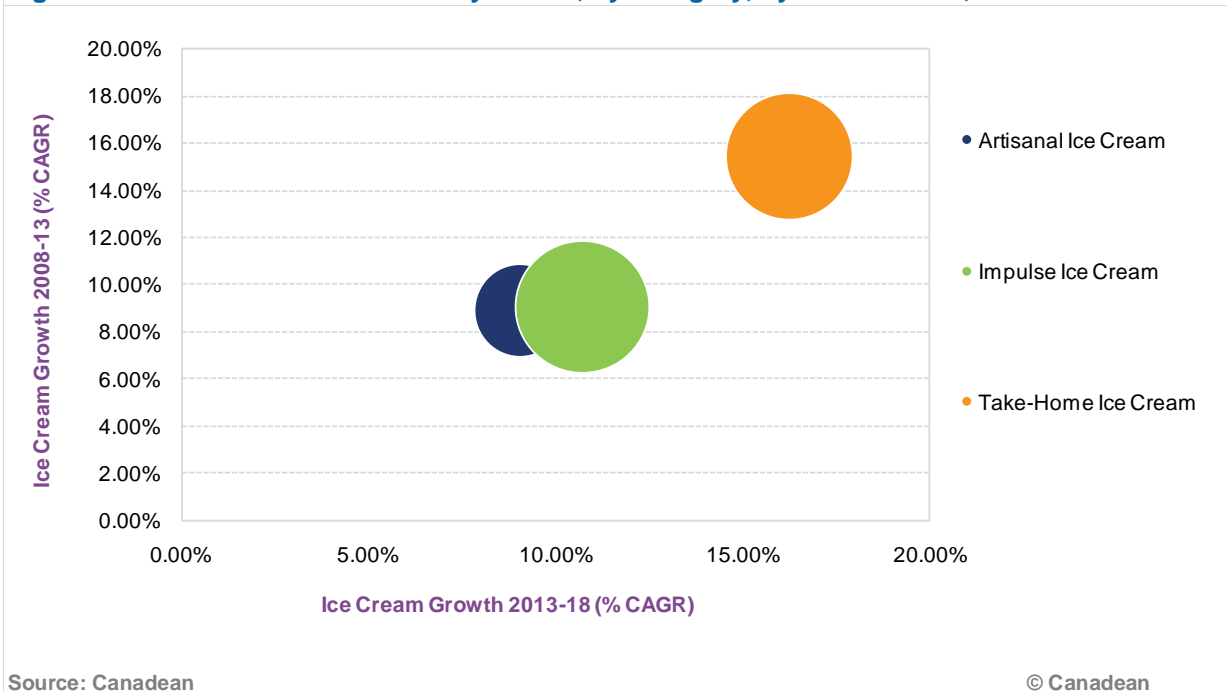
Chart in the above figure represents only sample data and no actual data is provided.

### 1.1.3 Market Growth Dynamics by Value – Ice Cream, 2008–18

**Table 7: France Ice Cream Market Dynamics: past and future growth rates (2008–13 & 2013–18) and market size (2008, 2013 & 2018), by Category, by Value (LCU m)**

| Category            | CAGR 2013–18 | CAGR 2008–13 | Market Size 2008 | Market Size 2013 | Market Size 2018 |
|---------------------|--------------|--------------|------------------|------------------|------------------|
| Artisanal Ice Cream |              |              |                  |                  |                  |
| Impulse Ice Cream   |              |              |                  |                  |                  |
| Take-Home Ice Cream |              |              |                  |                  |                  |
| <b>Overall</b>      |              |              |                  |                  |                  |
| Source: Canadean    |              |              | © Canadean       |                  |                  |

**Figure 3: France Ice Cream Market Dynamics, by Category, by Market Value, 2008–18**



**Note:**

Chart in the above figure represents only sample data and no actual data is provided.

## Report Methodology

In order to create the data for all the reports in this series and ensure its robustness, a comprehensive and empirically robust research methodology has been adopted. This combines both a large-scale program of industry research with the results of extensive primary industry interviewing and calling. Furthermore, all definitions are standardized across products and countries to ensure comparability.

The two main research methods, secondary research and primary research (the program of interviewing industry contacts), are brought together and because both sets of research processes have been designed in conjunction with each other they can be combined and consolidated into the final, integrated data sets.

The secondary research process involves covering publicly available sources, trade associations, specialist databases, company annual reports, and industry publications. While primary research involves a major program of interviewing leading industry executives for each category covered in each country – all with local country experts; typically brand, product and marketing managers for major brands within each country. These processes help analysts in capturing both qualitative and quantitative information about the market.

The final stage of the process is the triangulation of inputs obtained from all the research methods with the analyst's own understanding of the market in order to finalize the data. Once the data is finalized, it goes through various top level quality checks prior to publishing.

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