

# Ice Cream in Romania

June 2024

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## Ice Cream in Romania - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Ice cream volumes slump, despite consumers enjoying out-and-about lifestyles  
Plant-based ice cream achieves positive volume growth due to strength of Alpro brand  
Unilever maintains its lead, benefitting from its portfolio of both local and global brands

#### PROSPECTS AND OPPORTUNITIES

Seasonal factors will continue to influence performance, as the expansion of modern retail boosts distribution  
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