



Euromonitor
International

Ice Cream in Ireland

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Growing demand for plant-based and convenient formats drives ice cream sales in Ireland
Magnum remains the most popular ice cream while Nobo Ltd sees growth with its plant-based options
Chained supermarkets lead ice cream sales while retail e-commerce records growth

PROSPECTS AND OPPORTUNITIES

Positive prospects for ice cream in Ireland as plant-based ice cream is expected to drive growth
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Premium quality and sustainability will guide future purchasing decisions

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Snacks in Ireland - Industry Overview

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DISCLAIMER

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