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<http://polfair.com.pl/wyszukiwarka.php?id=10218>
<http://polfair.com.pl/wyszukiwarka.php?id=10137>

Povzetek tržne analize, ki jo je objavilo svetovalno podjetje Euromonitor:

TRENDS

- Premium ice cream is gradually gaining popularity in Poland, particularly among affluent consumers, who seek excellent taste combined with high quality ingredients. These wealthy consumers are willing to pay a higher price for products which offer a small taste of luxury as well as a selection of unique flavours. As a result, there are a growing number of upper-priced products appearing in ice cream in Poland, including such brands as Grycan Lody od Pokolen by Grycan Lody od Pokolen and Carte d'Or by Unilever Polska SA. Another example of a premium-positioned product assortment is the Häagen-Dazs range distributed in Poland by PH Lodimex Spj and Iglokrak Sp zoo, not to mention the Mövenpick range by Nestlé Polska SA. All of these brands are targeted towards the most demanding target audience and the selection of flavours available under these brands covers interesting variants, including: Häagen-Dazs' dulce de leche, Belgian chocolate, strawberry cheesecake, vanilla caramel brownie; Mövenpick's maple walnuts, crème brulee, and Wiener kaffee; Carte d'Or's muffin, tiramisu, crème caramel and cherry liqueur; and Grycan Lody od Pokolen's Malaga, café latte, mint, halva, and pistachio

COMPETITIVE LANDSCAPE

- Unilever Polska SA led ice cream in Poland during 2010 with a 25% value share. The company benefits from strong, recognisable brand names, considerable marketing support and the wide availability of its products. The company offers both impulse and take-home ice cream and its most popular brands are Algida, Carte d'Or and Viennetta. Unilever is also very active in terms of new product development, which covers the development and launch of new brands, new flavours and new formats.

PROSPECTS

- Ice cream in Poland is expected to develop further during the forecast period. The consumption of ice cream in Poland remains lower in comparison with Western European countries, hence there is still much room for growth. New product developments will remain the key sales driver during the forecast period as new premium brands and health and wellness oriented offerings, particularly within water ice cream, are expected to become more important. In addition, manufacturers are likely to find it profitable to further segment ice cream so as to target certain consumer groups such as women, men, children and weight-conscious consumers.

Linki k (plačljivim) tržnim analizam na Poljskem:

<http://www.euromonitor.com/ice-cream-in-poland/report>

<http://www.reportlinker.com/p0924252-summary/Ice-Cream-Poland-.html>

<http://www.reportlinker.com/p0350891-summary/Ice-Cream-Market-in-Poland-to.html>

http://www.amazon.com/Import-Export-Market-Cream-Poland/dp/B003TXTW3Q/ref=sr_1_fkmr1_2?ie=UTF8&qid=1345622334&sr=8-2-fkmr1&keywords=impulse+cream+market+poland+2014

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