

AdVision REPORT: Eiscreme

Werbestatistik 2. Quartal 2022

WA Brutto Q2 2022

61,20 Mio.€

WA Brutto

Marktwachstum zu Q1 2022

815,15%

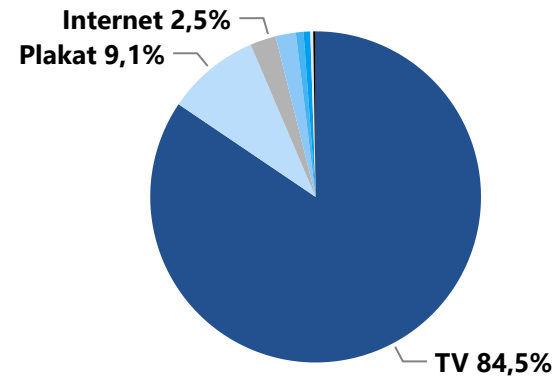
WA Brutto Diff. VQ in %



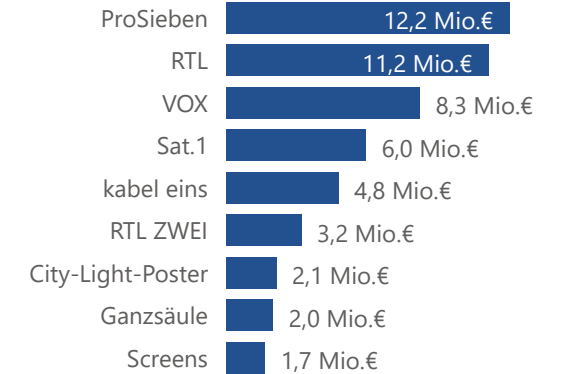
Top 10 Marken

Marke	WA Brutto	WA Brutto VJ	WA Brutto Diff. VJ
Ferrero Rocher	16.623.064 €	8.987.562 €	↑ 7.635.502 €
Kinder Bueno	13.007.237 €		↑ 13.007.237 €
Magnum	11.765.052 €	18.117.962 €	↓ -6.352.910 €
Nuii	8.334.984 €	8.069.794 €	↑ 265.191 €
Ben & Jerry's	6.380.565 €	10.303.132 €	↓ -3.922.567 €
Mövenpick (Eiscreme)	6.051.854 €	2.915.428 €	↑ 3.136.426 €
Snickers	1.330.761 €	342.698 €	↑ 988.062 €
Ferrero	1.240.989 €	406.326 €	↑ 834.663 €
Gustavo Gusto	1.104.687 €	13.762 €	↑ 1.090.925 €
Raffaello	852.436 €	79.041 €	↑ 773.395 €

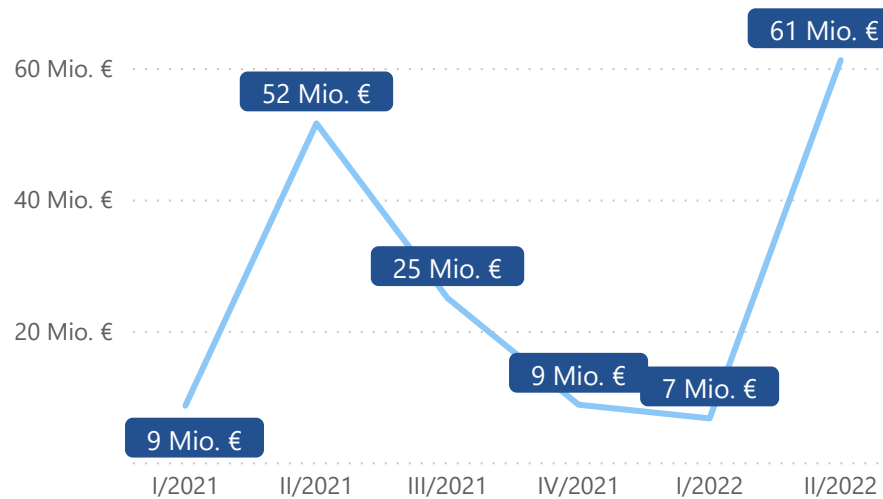
Mediensplit



Top Werbeträger



Werbeausgaben Q1 2021 - Q2 2022



Werbeausgaben Januar - Juni 2022

