

Ice Cream in Argentina

Market Direction | 2022-07-13 | 22 pages | Euromonitor

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Report description:

Impulse ice cream sees sales rise in 2022. According to industry sources, the positive performance is driven by increased activity in tourist areas and cities, particularly in the Atlantic coast in the Province of Buenos Aires, different cities in the Province of Cordoba as well as provinces located in the north of the country such as Jujuy and Tucuman. Local tourism registered a record in the season 2021-2022, and together with favourable weather conditions supported sales of impulse ice cream.

Euromonitor International's Ice Cream in Argentina report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Frozen Yoghurt, Impulse Ice Cream, Plant-based Ice Cream, Take-Home Ice Cream, Unpackaged Ice Cream.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Ice Cream market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Plant-based ice cream surges ahead with new flavours and partnerships

Brands compete with private label for sales in take-home ice cream

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Restrictions keep imports negligible, and e-commerce growth set to remain low

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