

Ice Cream in Bolivia

Market Direction | 2022-07-18 | 21 pages | Euromonitor

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Report description:

Ice cream registered a strong decline in retail volume and current value sales in 2020, due to the measures introduced to stem the tide of the Coronavirus (COVID-19) pandemic in the country, such as lockdown, distance learning and remote working and few occasions for socialisation. This caused a sharp fall in the opportunities for and consumption of the dominant category, impulse ice cream. While home seclusion and the closure of foodservice saw consumers shift to at-home consumption, take-home...

Euromonitor International's Ice Cream in Bolivia 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.

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Euromonitor International
July 2022

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ICE CREAM IN BOLIVIA

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Impulse ice cream sales exceed the pre-pandemic retail volume level as consumers resume pre-COVID-19 consumption patterns

We share at home trend continues to support take-home sales

Ice cream fused with "ancient" recipes marks an innovative approach

PROSPECTS AND OPPORTUNITIES

Products made with local ingredients expected to attract growing attention

Plant-based ice cream yet to find its niche

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