

Ice Cream in Brazil

Market Direction | 2022-07-07 | 27 pages | Euromonitor

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Report description:

The recovery of the ice cream category that was expected in 2021 did not materialise. The beginning of the year, that marks the summer and promotes the consumption of refreshing ice cream products, proved to be the worst period of the pandemic in Brazil. The number of serious cases increased, and shortages of supplies were seen in ICUs. Therefore, social isolation measures became stricter, reducing the movement of people. However, from the second half of the year, the vaccination campaign began...

Euromonitor International's Ice Cream in Brazil 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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2022 sees a slowing decline for the foodservice channel, but inflationary pressure continues to prevent growth

Cross-category collaborations and successful brands in the premium segment

E-commerce channel development is a challenge that may be overcome

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