

Ice Cream in Colombia

Market Direction | 2022-07-18 | 24 pages | Euromonitor

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Report description:

Both volume growth and current value growth have dropped dramatically in ice cream overall in 2022, though remain positive as sales are surpass pre-pandemic levels. Current value growth is still high, despite its fall from 2021's rates, and this is contributing to the dramatic slowdown in volume growth. As well as soaring prices, some companies are reducing pack sizes, though often only slightly, which is also impacting volume sales.

Euromonitor International's Ice Cream in Colombia 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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Euromonitor International
July 2022

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Slump in growth due to high prices and consumer post-pandemic shifts

Leading brand Crem Helado launches several new innovations

Popsy expands delivery service and introduces vending machines

PROSPECTS AND OPPORTUNITIES

Take-home ice cream to return to positive growth while old and new flavours will direct development

Labelling law poses no threat to ice cream; e-commerce channel unlikely to gain much significance

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