

## **Ice Cream in Dominican Republic**

Market Direction | 2022-07-25 | 20 pages | Euromonitor

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### **Report description:**

The cessation of social opportunities during the pandemic meant Dominican consumers shifted from consuming ice cream and frozen desserts in foodservice channels to at-home consumption. In 2022, despite the lifting of COVID-19 restrictions, many employees are still working, at least to some extent, from home, with this causing certain habits to linger. One major habit is shopping, with consumers continuing to purchase take-home ice cream from retailing channels to eat at home. In fact, many are S...

Euromonitor International's Ice Cream in Dominican Republic 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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reliable information resources to help drive informed strategic planning.

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Take-home ice cream growth persists whilst foodservice continues to suffer low sales

Helados Bon retains leading position thanks to focus on local flavours; Unilever aims to boost presence of Holanda and Ben & Jerry's through social media

Non-dairy ice cream captures the attention of Dominican consumers

#### **PROSPECTS AND OPPORTUNITIES**

Volume growth expected in both retail and foodservice as hot weather encourages consumption

Helados Bon will continue leading the category with local flavours and dual pricing strategy

Artisanal ice cream enjoys growing popularity thanks to new flavours and local ingredients though focus on foodservice proves a hindrance

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