

## **Ice Cream in Argentina**

Market Direction | 2023-07-03 | 22 pages | Euromonitor

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### **Report description:**

Impulse ice cream was the most dynamic category within ice cream in terms of retail volume sales in 2022, and this trend is expected to continue in 2023. The record-breaking local tourism during the 2022-2023 season, coupled with favourable weather conditions, contributed to increased sales of impulse ice cream. While the Atlantic coast in the Province of Buenos Aires was traditionally a key location for seasonal success, other cities in provinces such as Cordoba, Jujuy, Tucuman, and Rio Negro n...

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 2018-2022, 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 2027, 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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July 2023

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