

## **Ice Cream in Brazil**

Market Direction | 2023-08-18 | 25 pages | Euromonitor

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### **Report description:**

Retail sales of ice cream in Brazil registered a decline in volume terms in 2023, albeit to a lesser extent than the previous year. This was partially due to rising production, storage and transportation costs, which manufacturers passed onto consumers. The milk supply chain in the country also suffered from adverse weather conditions, including severe rains and floods, particularly in 2022, which reduced grazing areas and consequently affected the quality of milk produced in the country. Due to...

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 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.

## Table of Contents:

Ice Cream in Brazil  
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### List Of Contents And Tables

#### ICE CREAM IN BRAZIL

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Ice cream suffers further declines amid inflationary pressures

Foodservice volumes receive boost from growing popularity of artisanal ice cream parlours

Manufacturers look to expand into untapped markets

##### PROSPECTS AND OPPORTUNITIES

Tax reform could provide welcome boost to ice cream

Further premiumisation of ice cream parlours

Focus on regional flavours and ingredients

##### CATEGORY DATA

Table 1 Sales of Ice Cream by Category: Volume 2018-2023

Table 2 Sales of Ice Cream by Category: Value 2018-2023

Table 3 Sales of Ice Cream by Category: % Volume Growth 2018-2023

Table 4 Sales of Ice Cream by Category: % Value Growth 2018-2023

Table 5 Sales of Ice Cream by Leading Flavours: Rankings 2018-2023

Table 6 Sales of Impulse Ice Cream by Format: % Value 2018-2023

Table 7 NBO Company Shares of Ice Cream: % Value 2019-2023

Table 8 LBN Brand Shares of Ice Cream: % Value 2020-2023

Table 9 NBO Company Shares of Impulse Ice Cream: % Value 2019-2023

Table 10 LBN Brand Shares of Impulse Ice Cream: % Value 2020-2023

Table 11 NBO Company Shares of Take-home Ice Cream: % Value 2019-2023

Table 12 LBN Brand Shares of Take-home Ice Cream: % Value 2020-2023

Table 13 Distribution of Ice Cream by Format: % Value 2018-2023

Table 14 Forecast Sales of Ice Cream by Category: Volume 2023-2028

Table 15 Forecast Sales of Ice Cream by Category: Value 2023-2028

Table 16 Forecast Sales of Ice Cream by Category: % Volume Growth 2023-2028

Table 17 Forecast Sales of Ice Cream by Category: % Value Growth 2023-2028

#### SNACKS IN BRAZIL

##### EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for snacks?

##### MARKET DATA

Table 18 Sales of Snacks by Category: Volume 2018-2023

Table 19 Sales of Snacks by Category: Value 2018-2023

Table 20 Sales of Snacks by Category: % Volume Growth 2018-2023

Table 21 Sales of Snacks by Category: % Value Growth 2018-2023

Table 22 NBO Company Shares of Snacks: % Value 2019-2023

Table 23 LBN Brand Shares of Snacks: % Value 2020-2023

Table 24 Penetration of Private Label by Category: % Value 2018-2023

Table 25 Distribution of Snacks by Format: % Value 2018-2023

Table 26 Forecast Sales of Snacks by Category: Volume 2023-2028

Table 27 □Forecast Sales of Snacks by Category: Value 2023-2028

Table 28 □Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 29 □Forecast Sales of Snacks by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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