

Ice Cream in Mexico

Market Direction | 2023-09-26 | 25 pages | Euromonitor

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Report description:

Ice cream observed many new product launches during the review period. Consolidated brands such as Magnum (Unilever) and its close competitor Mega (Herdez/Nestle) also launched new flavours in 2023. Magnum launched Moonlight Magnum, a single-portion ice cream with a popcorn and caramel sauce, covered with milk chocolate and pieces of caramel popcorn. It also launched Sunlight Magnum, a coconut flavoured single-portion ice cream, flavoured with mango and passion fruit, covered with white chocolate...

Euromonitor International's Ice Cream in Mexico 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

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reliable information resources to help drive informed strategic planning.

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A very dynamic competitive environment

An increase in refrigerated space drives growth

Grupo Herdez continues evolving within ice cream

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