

Latin America Ice Cream Market Report and Forecast 2024-2032

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Report description:

Latin America Ice Cream Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the Latin America ice cream market is projected to grow at a CAGR of 2.80% between 2024 and 2032. Aided by the diverse cultural influences, evolving consumer preferences, and innovative product offerings, the market is expected to grow significantly by 2032.

Ice cream in Latin America is not just a dessert; it's an integral part of the culinary culture. Ranging from traditional flavours to exotic regional specialties, Latin American ice cream reflects the rich diversity of its people and their tastes. The region is known for its unique flavours, such as dulce de leche, tropical fruits, and even savoury options, which have captivated both local and international palates.

One of the key drivers of the Latin America ice cream market growth is the growing consumer inclination towards indulgent and premium ice cream products. The rising middle-class population, along with increased disposable incomes, has led to higher spending on luxury and gourmet ice cream varieties. Furthermore, the hot and humid climate in many Latin American countries naturally boosts the demand for ice cream as a refreshing treat.

In addition to these factors, innovative marketing strategies and distribution channels, such as mobile ice cream vendors and modern retail outlets, have significantly contributed to the Latin America ice cream market demand. The adoption of healthier and organic ingredients in ice cream production, catering to the rising health consciousness among consumers, is another trend fuelling market expansion.

The ice cream industry in Latin America is witnessing a wave of innovation, both in terms of production technology and flavour experimentation. Advanced freezing techniques and preservative-free processing are enhancing product quality and shelf life. Simultaneously, there is a growing trend of fusion flavours, combining traditional Latin American ingredients with global tastes, which appeals to a broad consumer base.

According to the Latin America ice cream market analysis, there is a growing market segment for low-fat, sugar-free, and dairy-free ice cream alternatives. Producers are also exploring the use of natural sweeteners and locally sourced organic ingredients to appeal to health-conscious consumers.

The ice cream market comprises various countries, each with its unique trends and preferences. Countries like Brazil, Mexico, and

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Argentina are leading in ice cream consumption due to their large populations and established dairy industries. Smaller countries, while having lower consumption rates, are showing promising growth potential, driven by increasing urbanisation and changing consumer lifestyles.

Market Segmentation

The market can be divided based on flavour, category, product type, distribution channels, and country.

Market Breakup by Flavour

- Chocolate
- Fruit
- Vanilla
- Others

Market Breakup by Category

- Impulse Ice Cream
- Take-Home Ice Cream
- Artisanal Ice Cream

Market Breakup by Product Type

- Cup
- Stick
- Cone
- Brick
- Tub
- Others

Market Breakup by Distribution Channels

- Supermarkets and Hypermarkets
- Convenience Store
- Ice Cream Parlours
- Online Stores
- Others

Market Breakup by Country

- Brazil
- Argentina
- Mexico
- Chile
- Others

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the Latin America ice cream market. Some of the major players explored in the report by Expert Market Research are as follows:

- Sorvetes Jundia Industria e Comercio Ltda.
- Arcor Sociedad Anonima Industrial Y Comercial
- Unilever plc
- Froneri Lux Topco S.a r.l.
- Others

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Table of Contents:

- 1 Preface
- 2 Report Coverage - Key Segmentation and Scope
- 3 Report Description
 - 3.1 Market Definition and Outlook
 - 3.2 Properties and Applications
 - 3.3 Market Analysis
 - 3.4 Key Players
- 4 Key Assumptions
- 5 Executive Summary
 - 5.1 Overview
 - 5.2 Key Drivers
 - 5.3 Key Developments
 - 5.4 Competitive Structure
 - 5.5 Key Industrial Trends
- 6 Market Snapshot
- 7 Industry Opportunities and Challenges
- 8 Latin America Ice Cream Market Analysis
 - 8.1 Key Industry Highlights
 - 8.2 Latin America Ice Cream Historical Market (2018-2023)
 - 8.3 Latin America Ice Cream Market Forecast (2024-2032)
 - 8.4 Latin America Ice Cream Market by Flavour
 - 8.4.1 Chocolate
 - 8.4.1.1 Market Share
 - 8.4.1.2 Historical Trend (2018-2023)
 - 8.4.1.3 Forecast Trend (2024-2032)
 - 8.4.2 Fruit
 - 8.4.2.1 Market Share
 - 8.4.2.2 Historical Trend (2018-2023)
 - 8.4.2.3 Forecast Trend (2024-2032)
 - 8.4.3 Vanilla
 - 8.4.3.1 Market Share
 - 8.4.3.2 Historical Trend (2018-2023)
 - 8.4.3.3 Forecast Trend (2024-2032)
 - 8.4.4 Others
 - 8.5 Latin America Ice Cream Market by Category
 - 8.5.1 Impulse Ice Cream
 - 8.5.1.1 Market Share
 - 8.5.1.2 Historical Trend (2018-2023)

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- 8.5.1.3 Forecast Trend (2024-2032)
- 8.5.2 Take-Home Ice Cream
 - 8.5.2.1 Market Share
 - 8.5.2.2 Historical Trend (2018-2023)
 - 8.5.2.3 Forecast Trend (2024-2032)
- 8.5.3 Artisanal Ice Cream
 - 8.5.3.1 Market Share
 - 8.5.3.2 Historical Trend (2018-2023)
 - 8.5.3.3 Forecast Trend (2024-2032)
- 8.6 Latin America Ice Cream Market by Product Type
 - 8.6.1 Cup
 - 8.6.1.1 Market Share
 - 8.6.1.2 Historical Trend (2018-2023)
 - 8.6.1.3 Forecast Trend (2024-2032)
 - 8.6.2 Stick
 - 8.6.2.1 Market Share
 - 8.6.2.2 Historical Trend (2018-2023)
 - 8.6.2.3 Forecast Trend (2024-2032)
 - 8.6.3 Cone
 - 8.6.3.1 Market Share
 - 8.6.3.2 Historical Trend (2018-2023)
 - 8.6.3.3 Forecast Trend (2024-2032)
 - 8.6.4 Brick
 - 8.6.4.1 Market Share
 - 8.6.4.2 Historical Trend (2018-2023)
 - 8.6.4.3 Forecast Trend (2024-2032)
 - 8.6.5 Tub
 - 8.6.5.1 Market Share
 - 8.6.5.2 Historical Trend (2018-2023)
 - 8.6.5.3 Forecast Trend (2024-2032)
 - 8.6.6 Others
- 8.7 Latin America Ice Cream Market by Distribution Channels
 - 8.7.1 Supermarkets and Hypermarkets
 - 8.7.1.1 Market Share
 - 8.7.1.2 Historical Trend (2018-2023)
 - 8.7.1.3 Forecast Trend (2024-2032)
 - 8.7.2 Convenience Store
 - 8.7.2.1 Market Share
 - 8.7.2.2 Historical Trend (2018-2023)
 - 8.7.2.3 Forecast Trend (2024-2032)
 - 8.7.3 Ice Cream Parlours
 - 8.7.3.1 Market Share
 - 8.7.3.2 Historical Trend (2018-2023)
 - 8.7.3.3 Forecast Trend (2024-2032)
 - 8.7.4 Online Stores
 - 8.7.4.1 Market Share
 - 8.7.4.2 Historical Trend (2018-2023)

- 8.7.4.3 Forecast Trend (2024-2032)
- 8.7.5 Others
- 8.8 Latin America Ice Cream Market by Country
 - 8.8.1 Market Share
 - 8.8.1.1 Brazil
 - 8.8.1.2 Argentina
 - 8.8.1.3 Mexico
 - 8.8.1.4 Chile
 - 8.8.1.5 Others
- 9 Regional Analysis
 - 9.1 Brazil
 - 9.1.1 Historical Trend (2018-2023)
 - 9.1.2 Forecast Trend (2024-2032)
 - 9.2 Argentina
 - 9.2.1 Historical Trend (2018-2023)
 - 9.2.2 Forecast Trend (2024-2032)
 - 9.3 Mexico
 - 9.3.1 Historical Trend (2018-2023)
 - 9.3.2 Forecast Trend (2024-2032)
 - 9.4 Chile
 - 9.4.1 Historical Trend (2018-2023)
 - 9.4.2 Forecast Trend (2024-2032)
- 10 Market Dynamics
 - 10.1 SWOT Analysis
 - 10.1.1 Strengths
 - 10.1.2 Weaknesses
 - 10.1.3 Opportunities
 - 10.1.4 Threats
 - 10.2 Porter's Five Forces Analysis
 - 10.2.1 Supplier's Power
 - 10.2.2 Buyer's Power
 - 10.2.3 Threat of New Entrants
 - 10.2.4 Degree of Rivalry
 - 10.2.5 Threat of Substitutes
 - 10.3 Key Indicators for Demand
 - 10.4 Key Indicators for Price
- 11 Value Chain Analysis
- 12 Competitive Landscape
 - 12.1 Market Structure
 - 12.2 Company Profiles
 - 12.2.1 Sorvetes Jundia Industria e Comercio Ltda.
 - 12.2.1.1 Company Overview
 - 12.2.1.2 Product Portfolio
 - 12.2.1.3 Demographic Reach and Achievements
 - 12.2.1.4 Certifications
 - 12.2.2 Arcor Sociedad Anonima Industrial Y Comercial
 - 12.2.2.1 Company Overview

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- 12.2.2.2 Product Portfolio
- 12.2.2.3 Demographic Reach and Achievements
- 12.2.2.4 Certifications
- 12.2.3 Unilever plc
 - 12.2.3.1 Company Overview
 - 12.2.3.2 Product Portfolio
 - 12.2.3.3 Demographic Reach and Achievements
 - 12.2.3.4 Certifications
- 12.2.4 Froneri Lux Topco S.a r.l.
 - 12.2.4.1 Company Overview
 - 12.2.4.2 Product Portfolio
 - 12.2.4.3 Demographic Reach and Achievements
 - 12.2.4.4 Certifications
- 12.2.5 Others
- 13 Key Trends and Developments in the Market

List of Key Figures and Tables

1. Latin America Ice Cream Market: Key Industry Highlights, 2018 and 2032
2. Latin America Ice Cream Historical Market: Breakup by Flavour (USD Million), 2018-2023
3. Latin America Ice Cream Market Forecast: Breakup by Flavour (USD Million), 2024-2032
4. Latin America Ice Cream Historical Market: Breakup by Category (USD Million), 2018-2023
5. Latin America Ice Cream Market Forecast: Breakup by Category (USD Million), 2024-2032
6. Latin America Ice Cream Historical Market: Breakup by Product Type (USD Million), 2018-2023
7. Latin America Ice Cream Market Forecast: Breakup by Product Type (USD Million), 2024-2032
8. Latin America Ice Cream Historical Market: Breakup by Distribution Channels (USD Million), 2018-2023
9. Latin America Ice Cream Market Forecast: Breakup by Distribution Channels (USD Million), 2024-2032
10. Latin America Ice Cream Historical Market: Breakup by Country (USD Million), 2018-2023
11. Latin America Ice Cream Market Forecast: Breakup by Country (USD Million), 2024-2032
12. Latin America Ice Cream Market Structure

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