

Ice Cream in Brazil

Market Direction | 2024-10-16 | 24 pages | Euromonitor

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Report description:

Climate change has imposed some weeks of record-level warm temperatures in Brazil, which potentially brought new challenges to human health. However, such hot weather tends to positively impact the consumption of ice cream as a refreshment. This context helps to explain why the category is managing to maintain growth in 2024, even amid the overall impact of inflation on unit prices, although overall retail and foodservice demand remains significantly lower than pre-pandemic levels.

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 2019-2023, 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 2028, 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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ICE CREAM IN BRAZIL

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Novelties leverage consumption with appealing launches and collaborations
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