

Ice Cream - Brazil - June 2015

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"The investments made in 2014 will continue to have an impact on market growth in the next few years, especially through higher-priced products, such as premium/gourmet ice creams, and/or ice creams with healthy claims."

— Naira Sato, Food and Drinks Analyst

This report looks at the following areas:

- Could companies position ice lollies sold in plastic bags (eg geladinho/sacolê) for consumers in socio-economic group AB?
- Could frozen yogurt be positioned as a meal substitute?
- Could soft serve ice cream with a more premium positioning boost consumption of the segment?
- Could product customization attract more young consumers to the ice cream category?

Similarly to many other food and drink categories, the ice cream market in Brazil is greatly influenced by gourmet and healthy trends. Although the category is seen as indulgent, ice creams can still be positioned as healthy, without compromising on flavor, with companies focusing on natural attributes, quality, origin of ingredients, etc. These aspects can justify a higher-priced premium/gourmet positioning. On the other hand, there are also opportunities for companies to focus on indulgence, positioning ice cream as a dessert, either through desserts made with ice cream or served alongside ice cream, or even through dessert-inspired ice cream flavors.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Introduction

Definitions

Ice cream market

Abbreviations, currency and scales

Executive Summary

The market

Figure 1: Forecast of Brazil retail sales of ice cream, by value, 2010-20

Companies, brands, and innovation

Unilever, the market leader, is increasingly gaining market share

Figure 2: Leading companies' sales share in the Brazil ice cream retail market, by value, 2014

The consumer

Premium formats and healthy attributes can boost consumption of ice lollies without a stick (eg geladinhos/sacolés) by AB consumers

Figure 3: Consumption of Ice lollies without a stick, normally sold in plastic bags (eg geladinho/gelinho/sacolé), by socioeconomic group, January 2015

Frozen yogurts with added protein and fiber can be positioned as meal replacements

Figure 4: Frozen yogurt consumption, by occasion, January 2015

Soft serve ice cream could have a more premium positioning

Figure 5: Consumption of soft serve ice cream (eg Bob's, McDonald's), by opinion about ice cream, January 2015

Customization of ice cream could increase consumption among young Brazilians

Figure 6: Attitudes towards eating ice cream, by age group, January 2015

What we think

The Market – Issues and Insights

Ice cream-based desserts can increase consumption among AB consumers

Mexican paletas could have a more premium positioning

Ice lollies can strengthen their “on-the-go” positioning

Trend Application

Trend: The Real Thing

Trend: Minimize Me

Trend: The Big Issue

Who's Innovating?

Key points

Exotic flavors could be more explored in the ice lollies/bars segment

Figure 7: Share of launches of ice cream, excluding chocolate, vanilla and strawberry, in relation to the total number of launches in the category by year, in Brazil, Japan, China and US, 2010-14

Functional ice cream can attract more over-55s to the category

Figure 8: Share in the launches of ice cream with functional claims, in relation to the total number of launches in the category by year, in Brazil, Japan, China and the US

Market Size and Forecast

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Key points

The World Cup and more investment in higher-priced products boosted growth in 2014

Figure 9: Retail sales of ice cream, by value and volume, Brazil 2010-20

Investment in products with a premium/gourmet positioning and healthy attributes should boost market growth

Figure 10: Forecast of Brazil retail sales of ice cream, by value, 2010-20

Figure 11: Forecast of Brazil retail sales of ice cream, by volume, 2010-20

Factors used in forecasting

Market Share

Key points

Unilever is still the market leader, increasingly gaining market share

Figure 12: Leading companies' sales share in the Brazil ice cream retail market, by value, 2013-14

Figure 13: Leading companies' sales share in the Brazil ice cream retail market, by volume, 2013-14

Companies and Brands

Unilever

Kibon

Ben & Jerry's

Nestlé

Sorvetes Jundiá

Sorvetes Creme Mel

The Consumer – Frequency of Eating Ice Cream

Key points

Innovations in the category can increase consumption frequency

Figure 14: Consumption of ice cream, January 2015

Premium formats and healthy attributes can boost consumption of ice lollies without a stick (eg geladinhos/sacolés) by AB consumers

Figure 15: Consumption of ice lollies without a stick, normally sold in plastic bags (eg geladinho/gelinho/sacolé), by socio-economic group, January 2015

More attracted to innovations, young consumers can be used as opinion formers by new premium brands of ice cream

Figure 16: Consumption of ice cream, by age group and by types of ice cream, January 2015

The Consumer – Occasions for Eating Ice Cream

Key points

Ice cream with healthy claims can increase consumption of the category as dessert

Figure 17: Occasions for eating ice cream, January 2015

Dessert ice cream made to share among friends can increase consumption among young women

Figure 18: Occasion "at family/friends gatherings", by age group 16-24 and gender, January 2015

Frozen yogurt with added protein and fiber can be positioned as a meal substitute

Figure 19: Frozen yogurt consumption, by occasion, January 2015

The Consumer – Opinions about Ice Cream

Key points

Attributes such as "natural", "consumption safety" and "healthy" can increase consumption of ice cream

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Figure 20: Opinions about ice cream, January 2015

Soft serve ice cream could benefit from a more premium positioning

Figure 21: Consumption of soft serve ice cream (eg Bob's, McDonald's), by opinion about ice cream, January 2015

High quality of ingredients can make ice creams be perceived as healthy by some consumers

Figure 22: Consumption of ice cream, by opinion "Frozen yogurt is healthier than ice cream", January 2015

The Consumer – Attitudes towards Eating Ice Cream

Key points

Convenience of ice cream can help consumers save time when serving a dessert

Figure 23: Attitudes toward eating ice cream, January 2015

Customization of ice cream can increase consumption among young Brazilians

Figure 24: Attitudes toward eating ice cream, by age group, January 2015

Ice cream with flavors inspired by alcoholic beverages can appeal to young male consumers

Figure 25: Agreement with the statement "I would be interested in trying more different flavors of ice cream (eg exotic flavors)" by consumers aged 16-24 and by gender, January 2015

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