

## Ice Cream - Brazil - June 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Brazilians may have been reducing the consumption of ice cream, but innovations help to maintain the market growth in value. It is possible to boost the products relevance simply filling category gaps, with new formats, flavors etc., and looking for opportunities in other sectors.”  
– Naira Sato, Food and Drink Analyst

### This report looks at the following areas:

- Men have a greater interest in ice creams with fruits and vegetables
- Alcoholic geladinhos can boost consumption among young people
- Innovations in lollies/bars ice cream can improve the category sales

Due to the economic recession the Brazilian consumers are cutting back on nonessential products such as ice cream, so it is important to boost innovation in order to maintain the category consumption. There is space for premium products, private labels, and formats like gelinho and sacolé (ice lollies without sticks), as well as opportunities to offer a wider range of flavors. Health benefits remain important for consumers, but it is necessary to go beyond reduced calorie content, offering more natural products, for example.

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Innovations in lollies/bars ice cream can improve the category sales

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