

Ice Cream - Brazil - April 2018

Report Price: £2958.60 | \$3995.00 | €3329.61

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"To meet changing consumer demands in the ice cream market, brands can invest in unique textures, flavors, and healthy options that add value to products and improve customer loyalty. It is important to offer affordable products to stimulate the market in terms of volume by developing cheaper packages, generic options of well-known ingredients, and low-cost distribution formats."

- Ana Paula Gilsogamo, Food and Drinks Analyst

This report looks at the following areas:

- Nonessential categories tend to take longer to recover from a recession
- Health problems may negatively affect ice cream consumption
- Premium brands and high added value products can be impacted
- Innovative flavors and textures can appeal to consumers
- Health concern can boost consumption of healthy ice creams
- Ice creams can explore consumption as a snack
- Search for healthy items can be a stimulus to try organic ice creams

The gradual stabilization of Brazil's economy and milk production costs should help the ice cream market improve its performance. Despite the retail sales fall in terms of value registered in 2017, Mintel forecasts the category should grow both in value and volume over the coming years. The growth rate, however, tends to be much lower compared to pre-economic recession period.

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DID YOU KNOW?

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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Health concern can boost consumption of healthy ice creams

Ice creams can explore consumption as a snack

Search for healthy items can be a stimulus to try organic ice creams

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Government action aims to reduce sugar consumption

Label changes include allergenic and lactose content

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Unilever leads the ice cream market

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