

Ice Cream: Incl Impact of COVID-19 - Brazil - April 2020

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This report looks at the following areas:

This Report looks at the following areas:

- How the COVID-19 outbreak impacts consumer behaviors and the ice cream products market and ice cream parlors
- How the market will fare the post-COVID-19 slowdown
- Consumers' ice cream behaviors and usage of products
- Launch activity and consumer interest in innovation



"Brazil's ice cream market should continue to face the challenges imposed by the country's economic difficulties and the population's greater health concerns."

– **Laura Menegon, Food and Drinks Junior Specialist**

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- COVID-19 drives the creation of new laws and incentives
- Plant-based ice creams have space to grow
- Brands that support local communities gain loyal customers
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- Opportunities and Threats
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- Price is a barrier for 43% of consumers
- Private labels can offer more ice creams as snacks
- Foodservice is forced to adapt now, but has to start thinking about the longer term
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- With unemployment rates forecasted to rise, informal jobs might increase

What's included

Executive Summary

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- Ice cream can be an option for immunity-boosting food
- COVID-19: Brazil context

MARKET DRIVERS

- Impact of COVID-19 in Brazil
- New laws and incentives
- COVID-19 worsens Brazil's economic situation
- Growing incidence of diabetes should increase demand for sugar-free products

KEY PLAYERS – WHAT YOU NEED TO KNOW

- Unilever and Nestlé account for more than 50% market share
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- Salt & Straw stands out for supporting local producers

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- **Permissible indulgence can boost consumption frequency**
- **Organic ingredients appeal to women**
- **High fat content is a barrier**
- **Non-melting ice cream can boost consumption out of home**
- **Bubble tea flavors can appeal to Brazilians**

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