

Ice Cream and Frozen Desserts in Colombia

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Abstracts

Ice cream and frozen desserts fared reasonably well over the time of the pandemic, managing to remain in marginally positive value growth in 2020, albeit falling into small negative figures in volume terms. In 2021, value has again increased and volume is back in small positive rates too. The reason ice cream and frozen desserts fared well compared to other categories was because consumers simply switched from on-the-go single serving formats, to family-size packs, such as one litre formats, to...

Euromonitor International's Ice Cream and Frozen Desserts in Colombia 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 2016-2020, 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 directly informs our forecasts to 2025, clearly indicating how the market is expected to change.

Product coverage: Frozen Desserts, 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 and Frozen Desserts 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 parlour players adapt their strategies for off-trade services

Meals de Colombia SA maintains its lead thanks to ongoing innovation which emulates the ice cream parlour experience at home

PROSPECTS AND OPPORTUNITIES

Innovation in flavours set to drive consumers back to single portion impulse purchases

E-commerce not expected to become a significant channel for ice cream, due to the impulse purchase nature of such products

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