

Ice Cream and Frozen Desserts in Peru

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Abstracts

Demand for unpackaged ice cream was significantly impacted by the pandemic in Peru, with restrictive measures imposed by the Peruvian government in 2020 resulting in horeca outlets forced to close for more than three months. With foodservice dominating sales of unpackaged ice cream, the category witnessed drastic declines in volume sales. Even as restrictions were relaxed later in the summer, to ensure greater social distancing in shopping centres such as Jockey Plaza in Lima, kiosks and small s...

Euromonitor International's Ice Cream and Frozen Desserts in Peru 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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Demand for unpackaged ice cream likely to be subdued over first half of 2021 due to ongoing restrictions

Take-home format continues to benefit from lack of impulse purchasing occasions

Nestl? retains dominance of ice cream, but private label is set to make further gains

PROSPECTS AND OPPORTUNITIES

Despite more positive growth predictions, impulse ice cream will struggle to fully recover by 2026

Value sales remain weak until 2024 as lingering price-sensitivity looks to favour private label early on

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