

# Ice Cream and Frozen Desserts in Venezuela

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## Abstracts

The expansion of ice cream and frozen desserts remains limited by high prices that discourage demand. Since dairy ice cream represents the majority of sales, shortages of cow's milk and refined sugar are at the root of the uncertainty on the supply side. The imported brands that comprise frozen desserts have become absent because companies have rationalised their product portfolios and stopped importing them. Single portion dairy ice cream dominated volume sales of ice cream in 2018, characteris...

Euromonitor International's Ice Cream and Frozen Desserts in Venezuela report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2013-2017, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2022 illustrate how the market is set 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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