

# **South & Central America Icing and Frosting Market Forecast to 2030 - Regional Analysis - by Type (Icing and Frosting), Category (Gluten-Free and Conventional), and Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others)**

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## **Abstracts**

The South & Central America icing and frosting market was valued at US\$ 409.23 million in 2022 and is expected to reach US\$ 604.11 million by 2030; it is estimated to register a CAGR of 5.0% from 2022 to 2030.

### **Expansion of E-Commerce Fuels South & Central America Icing and Frosting Market**

The expansion of e-commerce is expected to offer significant growth opportunities in the icing and frosting market, transforming how consumers access and purchase these products. Convenience and accessibility offered by e-commerce platforms have expanded the reach of icing and frosting manufacturers to a broader consumer base. Consumers can now easily browse, compare, and purchase various products online, eliminating geographical barriers. This increased accessibility benefits established manufacturers and opens doors for smaller or niche players to enter the market and reach a global audience. There are various online platforms such as Amazon, online platforms of supermarkets and hypermarkets, online stores of various brands and companies, where people can easily buy icing and frosting products.

The digital marketplace allows manufacturers to showcase their entire product range, providing detailed information about ingredients, flavors, and usage. This transparency is essential in a market where consumers are increasingly conscious of the quality and

origin of their food products. Through e-commerce, icing and frosting manufacturers can educate consumers about the unique aspects of their products, emphasizing factors such as premium ingredients, artisanal craftsmanship, and innovative flavors. This transparency can build consumer trust, contributing to brand loyalty and repeat purchases.

The e-commerce expansion in the icing and frosting market aligns with the broader trend of online shopping for baking ingredients. As consumers become more comfortable purchasing groceries and baking supplies online, manufacturers can offer subscription services, bundle deals, and exclusive online promotions. E-commerce platforms provide a versatile space for marketing and promotional activities, enabling manufacturers to engage with their audience, receive feedback, and tailor their offerings to evolving consumer preferences.

The data-driven nature of e-commerce platforms allows icing and frosting manufacturers to gather valuable insights into consumer behavior and preferences. By analyzing online purchasing patterns and customer reviews, manufacturers can change their strategies, refine their product offerings, and respond to emerging trends swiftly. The wealth of data generated through e-commerce transactions empowers manufacturers to make informed decisions, optimize their supply chains, and enhance overall efficiency in meeting consumer demands. The opportunity for data-driven decision-making positions e-commerce as a strategic avenue for growth and adaptation in the dynamic icing and frosting market.

## South & Central America Icing and Frosting Market Overview

In South & Central America, the surge in demand for icing and frosting is influenced by cultural preferences, a growing bakery industry, and an increasing interest in celebrating special occasions with visually appealing desserts. There is a strong cultural emphasis on festivities, family gatherings, and celebrations in many South & Central American countries. Traditional events and religious festivals often involve the preparation of elaborate and decorative sweets, driving the demand for high-quality icing and frosting to enhance the visual appeal of these special treats.

The burgeoning home bakery trend in the region has played a significant role in driving the demand for icing and frosting. As urbanization and changing lifestyles lead to an increased demand for convenience and home baked products, home bakeries are expanding their offerings to include a wide variety of decorated cakes, cupcakes, and pastries. This shift toward more sophisticated and visually appealing baked goods has

fueled the need for diverse and creative icing options to cater to consumers' evolving tastes in South & Central America.

Additionally, the influence of global food trends has reached South & Central America, contributing to a growing interest in Western-style desserts. The popularity of baking shows, culinary blogs, and social media platforms showcasing intricate and aesthetically pleasing desserts has inspired a new generation of home bakers. It has led to an increased demand for premium icing and frosting products. This cultural exchange and the adoption of diverse culinary influences contribute to the region's rising popularity of decorative icing.

### South & Central America Icing and Frosting Market Revenue and Forecast to 2030 (US\$ Million)

#### South & Central America Icing and Frosting Market Segmentation

The South & Central America icing and frosting market is categorized into type, category, distribution channel, and country.

Based on type, the South & Central America icing and frosting market is bifurcated into icing and frosting. The frosting segment held a larger South & Central America icing and frosting market share in 2022.

In terms of category, the South & Central America icing and frosting market is bifurcated into gluten-free and conventional. The conventional segment held a larger South & Central America icing and frosting market share in 2022.

By distribution channel, the South & Central America icing and frosting market is divided into supermarkets and hypermarkets, specialty stores, online retail, and others. The supermarkets and hypermarkets segment held the largest South & Central America icing and frosting market share in 2022.

By country, the South & Central America icing and frosting market is segmented into Brazil, Argentina, and the Rest of South & Central America. The Rest of South & Central America dominated the South & Central America icing and frosting market share in 2022.

General Mills Inc, Conagra Brands Inc, Dr. Oetker (UK) Ltd, and Rich Products Corp. are some of the leading companies operating in the South & Central America icing and

frosting market.

#### Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the South & Central America icing and frosting market.

Highlights key business priorities in order to assist companies to realign their business strategies

The key findings and recommendations highlight crucial progressive industry trends in the South & Central America icing and frosting market, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

Scrutinize in-depth South & Central America market trends and outlook coupled with the factors driving the South & Central America icing and frosting market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing, and distribution.

#### The List of Companies - South & Central America Icing and Frosting Market

General Mills Inc

Conagra Brands Inc

Dr. Oetker (UK) Ltd

Rich Products Corp

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