
Description:

"South America Ice-creams & Frozen Dessert Market: Type (Ice-cream, Frozen Custard, Frozen Yoghurt, Frozen Novelties, Sorbet) Channel (Supermarket/Hypermarket, Convenience Store, Department Store, Kiosk, Specialty Shop, Mobile Vendor) - Forecast (2015-2020)"

Ice-creams and frozen desserts are frozen foods traditionally eaten as snacks and desserts. Most of the ice-creams are usually prepared from dairy products such as cream and milk. Sweeteners, stabilizers, preservatives, flavors, colors and emulsifiers are added to enhance the taste and shelf-life of these products. Various cultures in the world have different varieties of ice creams and frozen desserts popular in their countries, for instance, Gelato and Kulfi are popular traditional frozen delicacies in Italy and India respectively. Nowadays ice-cream novelties and artisanal ice-creams exhibit higher growth as ice-cream manufacturers strive for product innovation for new customer acquisition.

South America ice-cream and frozen desserts market exhibits stable growth owing to the rise in economic status and aspirations of emerging middle class and a younger demographic in these economies. The growth is restrained by the recent economic slowdown and high price inflation in these economies. Demand for ice-creams with 'natural' and 'functional' claims is exhibiting strong growth in metropolitan regions. Manufacturers are using effective marketing strategies through digital platforms, mobile apps and social media platforms such as twitter in these emerging markets and are introducing new flavors to drive the consumption and create new customer acquisition.

This report segments the South America Ice-creams and frozen desserts market by type and by channel with focus on the major economies of Brazil, Argentina, Colombia and Chile. Packaged ice-creams and frozen desserts market covers major categories like ice-cream and frozen novelties and other categories such as yoghurt, gelato and frozen custard. The report throws light on the major distribution channels such as supermarkets, hypermarkets, department stores, convenience stores, kiosk, ice-cream specialty shops and mobile vendors. The prominent players such as Unilever, Nestle and Grupo Nutresa are covered in this report.

Contents:

1. South America: Macroeconomic Snapshot
2. South America Ice-cream and Frozen Desserts Market Overview
   2.1. Scope of Study
   2.2. Definitions
3. Executive Summary
4. South America Ice-creams and Frozen Desserts Market Landscape
   4.1. Market share Analysis
      4.1.1. Brazil
         4.1.1.1. Unilever dominates the market owing to brand recognition of its product ‘Kibon’
      4.1.2. Argentina
         4.1.2.1. Nestle holds major share on account of a wider distribution network
      4.1.3. Colombia
4.1.3.1. Grupo Nutresa SA leads with its strong brand positioning

4.1.4. Chile

4.1.4.1. Nestle occupies major share owing to strong product portfolio

4.1.5. Others

4.2. Competitive Developments

4.2.1. Licensing, Mergers, Acquisitions, Joint Ventures, Collaborations and Treaties

4.2.1.1. In 2015, Crème Mel Sorvetes acquired Zeca’s Sorvetes in Brazil

4.2.2. Companies launch new product ranges

4.2.2.1. Jundia launched creamy ice-cream sticks in lemon and passion fruit flavor in Brazil in 2014

4.2.2.2. Nestle entered the premium segment in Brazil with its new gelato brand in Brazil in 2014

4.3. Consumer Insights

4.3.1. Dulce de leche is the traditional ice-cream flavour in Argentina

4.3.2. Tub ice-creams and popsicles are highly popular in Brazil

4.3.3. Ice-cream shops vary their offerings according to the season

5. South America Ice-creams and Frozen Desserts Market - By Type

5.1. Introduction

5.2. Ice-cream

5.2.1. Manufacturers are introducing regional flavors to gain market share

5.3. Gelato

5.3.1. Rising disposable incomes to increase the consumption of premium gelato products

5.4. Frozen Custard

5.5. Frozen Yoghurt

5.6. Frozen Novelties

5.6.1. Sales will be propelled by a younger demographic

5.7. Sorbet and others

6. South America Ice-creams and Frozen Desserts Market - By Distribution Channel

6.1. Supermarkets/Hypermarkets

6.1.1. Supermarkets lead the retail sales owing to offering of different varieties

6.2. Convenience Stores

6.3. Department Stores

6.4. Kiosk
6.5. Specialty Ice-cream shops
6.5.1. Big chains such as Ben & Jerry and Baskin N Robbins extremely popular among youth
6.6. Mobile vendors
6.6.1. Ice cream trucks are highly popular in Latin America
6.7. Others
7. South America Ice-creams and Frozen Desserts Market - By Country
7.1. Introduction
7.2. Brazil
7.2.1. Premium brands are well established in South-East Brazil
7.2.2. North-East Brazil exhibits the highest growth
7.3. Argentina
7.3.1. Rising prices of imported cocoa butter cause manufacturers to change formulations
7.4. Colombia
7.4.1. Growing economy to propel the sales of premium and economy segments
7.5. Chile
7.5.1. Growing middle class and rising disposable incomes to drive the growth of consumption
7.6. Others
8. South America Ice-creams and Frozen Desserts Market - Company Profiles
8.1. Unilever Group
8.2. Nestle SA
8.3. Baskin Robbins LLC
8.4. Sorveteria Creme Mel Ltda
8.5. Arcor SAIC
8.6. Grupo Nutresa
8.7. Colombina SA
8.8. Cia Brasileira de Distribuição
8.9. General Mills Inc.
8.10. Sorvetes Jundiá
9. Appendix
9.1. Abbreviations
9.2. Sources
9.3. Research Methodology
9.4. Disclaimer

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