
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.

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