

# Ice Cream and Frozen Desserts in Latin America

February 2021

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Latin America the worst performer worldwide

Positive CAGR expected over the 2020-2025 period

Poor weather in Brazil and social unrest in Chile add to COVID-19 woes

Impulse ice cream sales badly affected by the pandemic in 2020

Brazil's declining impulse ice cream sales make up half of regional losses

Take-home ice cream's 2020 sales see a slight spike during the pandemic

Traditional grocery retailers still dominate retail sales

Independent small grocers the leading distribution channel

## LEADING COMPANIES AND BRANDS

High levels of concentration in many countries

Froneri continues gaining share

Costa Rica and Guatemala among the key markets for the top 10 players

Nestlé and Holanda move up the rankings in 2020

## FORECAST PROJECTIONS

Decline in sales in 2020 due to the impact of COVID-19

Immediate recovery expected from 2021

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