

Ice Cream in Uruguay

July 2023

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Ice Cream in Uruguay - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Impulse ice cream continues its recovery after its decline during the pandemic Traditional ice cream stores expanded into the modern grocery retailing channel during the pandemic Supply problems hit leading brand Conaprole's share

PROSPECTS AND OPPORTUNITIES

Number two player Crufi is expanding beyond ice cream in the packaged food market E-commerce expected to continue gaining share Plant-based ice cream will continue to record the fastest growth

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SOURCES

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