

# Ice Cream in Peru

June 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Significant growth of ice cream sales thanks to resumption of society, greater distribution, as well as investments in operational improvement and innovations

Take-home ice cream continues to grow, although at a slower rate than impulse ice cream, consolidating its presence at home and reinforced by new flavours

Nestlé Peru consolidates its outright lead through constant investments in production improvements, product innovation and wider distribution

#### PROSPECTS AND OPPORTUNITIES

Ice cream sales grow in the forecast period thanks to higher demand and greater dynamism among industry players, with innovations and production improving

Small brands become more dynamic despite Nestlé's outright lead, enabling small brands to achieve a greater share

Street stalls sees recovery in line with rising demand and the growing use of electronic wallets for digital payments

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