

Ice Cream and Frozen Desserts in Dominican Republic

June 2021

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Ice Cream and Frozen Desserts in Dominican Republic - Category analysis

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2021 DEVELOPMENTS

Bounce back for single-portion ice cream as shift to at-home consumption eases due to loosening of some restrictions in 2021

Companies and consumers turn to delivery services as in-person shopping poses a health risk

Helados Bon retains outright lead in 2021 but experiences a contraction in share

PROSPECTS AND OPPORTUNITIES

Artisanal ice cream enjoys growing popularity thanks to new flavours and local ingredients though focus on foodservice proves a hindrance

Launches with local positioning stimulate interest among consumers while niche of non-dairy ice cream also develops

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