



# Ice Cream in Mexico

June 2025

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### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Ice cream maintains steady sales thanks to wide range of exciting and indulgent products

Unilever maintains its strong lead thanks to ongoing innovation and strategic expansion

Ice cream follows the same cross-category distribution trends

#### PROSPECTS AND OPPORTUNITIES

Ongoing steady sales expected, supported by baseline demand and continuous new product developments

Technological developments set to influence snacks across various categories

Junk food ban in schools could impact sales of ice cream

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