

Ice Cream in Colombia

June 2024

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Ice Cream in Colombia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Despite rising price points Colombians remain keen to consume ice cream Format innovations and seasonal consumption to transform take-home ice cream Collaborations and iconic Colombian flavours help to grow retail value sales

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Plant-based ice cream to see greater interest though progress will be slow Private label is expected to increase its offer of sophisticated flavours Collaborations to enhance experience

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