

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Chile

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Ice Cream Consumption in Chile

Report Categories:

Dairy and Products

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Report Highlights:

Chile is the largest ice cream consumer in Latin America. The frozen dairy industry has shown a steady growth for the last four years. Sales for summer 2011 are expected to surpass the 38% increase of the last year.

General Information:

Chile takes the lead as the biggest ice cream consumer of all Latin America with 6 liters per capita per year according to information from the International Dairy Foods Association, compared to Americans' ice cream consumption at 24 liter per capita per year.

According to Nielsen Consulting Company, Chileans have increased their expenses on ice cream consumption, at home since sales have risen in 38%, especially during the summer. Meanwhile the Euromonitor database, shows industry growth nearer the 60% mark, registering a turnover of more than US\$500 million per year.

These numbers reveal a greater demand from the Chilean palate, which means that homemade ice creams are more popular during non-summer seasons. Every supermarket has two or three brands of artisanal ice creams with flavors like: blueberry, cherimoya (custard apple), passionfruit, lucuma, rose, pepper raspberry are just some of the exotic flavors available.

Emporio La Rosa and *San Francisco de Loncomilla* both local producers of artisan ice cream, had excellent results during 2009 due to the new strategies and new products that allowed the industry to understand that ice cream has ceased to be just another kind of sweet and has evolved into its own niche. The need of professionalization grows together with the demand, especially as new competitors enter the market.

San Francisco de Loncomilla initiated the trend of selling premium products in supermarkets, an innovative concept that allowed people to buy more expensive ice cream anywhere, with a higher added value. Artisan products at hand without having to go to a specialized ice cream parlor. Other traditional ice cream parlors followed, such as *Coppelia*, who decided to partake in the massive distribution with several diet offers for market niches such as diabetic customers.

According to ACNielsen, Nestle holds 44.5% of the household's ice cream consumption. The company has been active in Chile with the "Savory" brand since 1965. Unilever's *Bresler* brand has 25% of the market share. On the other hand, local brand Trendy has had a 14.7% market share since 1997.