

# Ice Cream in Bolivia

July 2024

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## Ice Cream in Bolivia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Rising prices and unfavourable weather conditions cause overall demand to slow  
Innovation and improvements in distribution help to reinforce dominance of Delizia  
Arcor's sales boosted by success of chocolate confectionery brand extensions

#### PROSPECTS AND OPPORTUNITIES

Products marrying indulgence with affordability expected to perform well  
Impulse category will benefit most from rising average temperatures  
Interest in healthier alternatives set to continue growing

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