

Bulletin 3

“Consumers want ice creams made with quality, sustainable ingredients,” says Raul Amaral

Anuga Select Brazil is, for the first time, hosting the Latin American Ice Cream-Congress Helados (CLASH), now in its 9th edition and organised by the Brazilian Association of Ice Cream Industry and Sector (Abis). On the final day of the event, Raul Amaral, director of Honne Comunicação e Marketing, gave a talk entitled Trends and Perspectives for the Ice Cream and Gelato Sector 2025/26.

[The global ice cream market was valued at \\$79.08 billion in 2024 and is expected to reach \\$132.32 billion by 2032](#), showing a compound annual growth rate of 6.65% over this period. Consumers are willing to pay more for products that use premium and natural ingredients. Brand credibility and trustworthiness are built on sustainability combined with quality.

There is a growing consumer rejection of artificial colourings and flavourings, despite their approval by regulatory bodies and being considered safe. Products such as titanium dioxide, for example, have been avoided, indicating a clear trend towards cleaner and more transparent formulations. The demand for simpler labels and familiar ingredients has increased, reflecting the consumer's desire for more clarity and authenticity in the foods they consume.

“The ice cream market has undergone significant changes, driven by new consumer demands and the search for more natural products. One of the main trends observed is the appreciation of the 'natural', which has gained strength as a competitive differentiator. However, this labelling has become so broad that it has, to some extent, lost its original meaning, as practically everything today is described as natural, including additives extracted from elements of nature,” Amaral highlights.

“There is a search for products with fewer additives, which may even include the exclusion of colour fixatives or artificial flavourings. Although, from a technical standpoint, these elements are part of nature itself (such as molecules replicated in the laboratory), the average consumer tends to prefer versions that sound more familiar and less 'chemical',” he adds.

Strategic Partners: ABIA, ABIR, ABRASEL, APEX-BRASIL, EMBRAPA e EXPO SUPERMERCADOS.

About Anuga Select Brazil - It is organised by Koelnmesse Brazil, which, through the trade fair, provides proper visibility to the diverse activities related to agribusiness and the food and beverage industry. This allows national and international buyers to meet in the same place to do business and discover the industry's latest innovations. The event will take place from 8th to 10th April 2025 at the Anhembi District, São Paulo.

About Koelnmesse - Global Competence in Food and FoodTec: Koelnmesse is an international leader in organising food trade fairs and providing services and products related to food and beverage processing. Trade fairs such as Anuga, ISM - the International

Sweets and Biscuits Fair, and Anuga FoodTec are recognised worldwide as undisputed leaders in their sectors. Koelnmesse also organises leading food and beverage trade fairs in key global markets, including Brazil, China, India, Italy, Japan, Thailand, the United States, and the United Arab Emirates. Through these global activities, Koelnmesse provides its customers with a comprehensive portfolio of high-quality events across different markets, ensuring a sustainable and international business network.

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Photos [here](#)

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