

## 3D-Formed Treats: Chinese Global Player Targets South American Growth via Innovative Aesthetics

Hicey, a Beijing-based manufacturer with a presence in over 40 countries, is leveraging 3D-molding technology to disrupt the frozen dessert sector, utilizing Brazil as its primary strategic gateway to the South American market.

Imagine the silhouette of a traditional Brazilian *coxinha* (chicken croquette) delivering a premium vanilla flavor profile. This "visual-sensory paradox" is the cornerstone of Hicey's expansion strategy. The brand specializes in high-fidelity 3D ice cream products that replicate fruits (grapes, avocados, lychees, and tangerines) and fast-food icons (burgers and fries) with meticulous detail.

### Strategic Market Entry and Partnerships

With **Halal certification** and a proven track record of viral social media engagement, Hicey is now focused on scaling its regional distribution footprint.

*"Our objective is to consolidate Hicey's presence across South America by securing strategic partnerships and expanding our distribution network," states Jessica Zhou, Sales Manager. "While we already have operations in Argentina, Brazil is our top-tier priority due to its market scale, consumption potential, and high receptivity to disruptive innovations."*

To catalyze this entry, Hicey made its debut at **Anuga Select Brazil** (April 7–9), the continent's most influential B2B platform for the food and beverage industry. The brand's participation aimed to convert high-level event traffic into a robust network of authorized resellers and logistics partners.

### Sector Outlook: The Brazilian Ice Cream Market

Hicey's move aligns with strong sector performance in Brazil. In 2025, the ice cream segment saw an estimated **6.8% growth**, with even more aggressive projections for the coming decade.

- **Forecast:** A **50% increase** in market value is expected by 2033.
  - **Consumption Metrics:** Current average consumption stands at **7.7 liters per capita annually**, according to data from **Abrasorvete** (Brazilian Association of Ice Cream and Edible Ices).
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## About Anuga Select Brazil

Anuga Select Brazil is the premier strategic hub for the Latin American F&B industry. It provides a high-impact environment for brands, buyers, and international experts to drive **business development** and identify the innovations shaping the sector's future.

The 7th edition highlighted the event's significant **economic impact**, following a 2025 cycle that hosted exhibitors from 38 countries and facilitated **2,650 business rounds**, generating **R\$ 89 million** in projected commercial opportunities.