

**Middle East & Africa Ice Cream Market Forecast to 2028 - COVID-19 Impact and Regional Analysis - by Flavor (Vanilla, Chocolate, Fruit, and Others), Category (Conventional and Sugar Free), Form (Cups and Tubs, Bars and Sticks, and Others), and Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others)**

Market Report | 2022-10-10 | 112 pages | The Insight Partners

**AVAILABLE LICENSES:**

- Single User Price \$3000.00
- Site Price \$4000.00
- Enterprise Price \$5000.00

**Report description:**

The MEA ice cream market is expected to grow from US\$ 3,343.49 million in 2022 to US\$ 4,278.32 million by 2028; it is estimated to grow at a CAGR of 4.2% from 2022 to 2028.

Functional ice cream has become a popular product among health-conscious consumers as it contains high-quality ingredients and fulfills consumers' nutritional requirements more than regular ice cream. Traditional ice cream contains nutritional properties and various health benefits. So, the increasing interest of ice cream manufacturers in fortification and the addition of functional ingredients may influence the consumer's decision to select a healthy alternative. Beyond basic nutrition, functional food provides advantages that can help lower or prevent the risk of certain diseases. Moreover, sugar-free, low-fat functional ice creams are gaining huge popularity due to their health benefits. The COVID-19 pandemic further influenced the demand for functional ice creams, and manufacturers are taking advantage of this opportunity. Low-sugar and high-protein ice cream have become especially popular among athletes and consumers looking for non-staple food and beverage products with better nutritional content. The high demand for functional ice creams is majorly driven by product innovations, especially in terms of taste profile and nutritional value. The rise in demand for functional ice cream is expected to create lucrative growth opportunities in the ice cream market across the region during the forecast period.

Vendors in the ice cream market can attract new customers and expand their footprints in emerging markets by offering products

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with new features and technologies. This factor is likely to drive the MEA ice cream market at a good CAGR during the forecast period.

## MEA Ice Cream Market Revenue and Forecast to 2028 (US\$ Million)

### MEA Ice Cream Market Segmentation

The MEA ice cream market is segmented on the basis of flavor, category, form, distribution channel, and country. Based on flavor, the market is segmented into vanilla, chocolate, fruit, and others. The chocolate segment dominated the market in 2022 and is expected to register the highest CAGR during forecast period. Based on category, the market is segmented into conventional and sugar free. The conventional segment dominated the market in 2022 and sugar free segment is expected to register the highest CAGR during the forecast period. Based on form, the MEA ice cream market is segmented into cups & tubs, bars & sticks, and others. The cups & tubs segment dominated the market in 2022, and the bars & sticks segment is expected to register the highest CAGR during the forecast period. Based on distribution channel, the MEA ice cream market is segmented into supermarkets and hypermarkets, specialty store, online retail, and others. The supermarkets and hypermarkets segment dominated the market in 2022, and the online retail segment is expected to register the highest CAGR during the forecast period. Based on country, the MEA ice cream market is segmented into Saudi Arabia, the UAE, South Africa, and Rest of MEA.

General Mills Inc.; Inspire Brands, Inc.; Lotte Confectionery Co., Ltd.; Mars, Incorporated; Nestle S.A.; and Unilever are among the leading companies in the MEA ice cream market.

### Table of Contents:

#### TABLE OF CONTENTS

- 1. Introduction
  - 1.1 Study Scope
  - 1.2 The Insight Partners Research Report Guidance
  - 1.3 Market Segmentation
- 2. Key Takeaways
- 3. Research Methodology
  - 3.1 Scope of the Study
  - 3.2 Research Methodology
    - 3.2.1 Data Collection:
    - 3.2.2 Primary Interviews:
    - 3.2.3 Hypothesis Formulation:
    - 3.2.4 Macro-economic Factor Analysis:
    - 3.2.5 Developing Base Number:
    - 3.2.6 Data Triangulation:
- 4. MEA Ice Cream Market Overview
  - 4.1 Market Overview
  - 4.2 Porter's Five Forces Analysis
    - 4.2.1 Bargaining Power of Suppliers
    - 4.2.2 Bargaining Power of Buyers
    - 4.2.3 Threat of New Entrants
    - 4.2.4 Competitive Rivalry
    - 4.2.5 Threat of Substitutes
  - 4.3 Expert Opinion

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- 5. Global Ice Cream Market - Key Market Dynamics
  - 5.1 Market Drivers
    - 5.1.1 High Demand for Frozen Desserts
    - 5.1.2 Innovative Flavors and Loaded Indulgence
  - 5.2 Market Restraints
    - 5.2.1 Health Problems Associated with Ice Cream
  - 5.3 Market Opportunities
    - 5.3.1 Rising Popularity of Functional Ice Cream
  - 5.4 Future Trends
    - 5.4.1 Increasing Trend of Consuming Dairy-Free and Vegan Ice Cream
  - 5.5 Impact Analysis of Drivers and Restraints
- 6. Ice Cream Market - MEA Market Analysis
  - 6.1 MEA Ice Cream Market -Revenue and Forecast to 2028 (US\$ Million)
- 7. MEA Ice Cream Market Analysis - By Flavor
  - 7.1 Overview
  - 7.2 MEA Ice Cream Market, By Flavor (2021 and 2028)
  - 7.3 Vanilla
    - 7.3.1 Overview
    - 7.3.2 Vanilla: Ice Cream Market - Revenue and Forecast to 2028 (US\$ Million)
  - 7.4 Chocolate
    - 7.4.1 Overview
    - 7.4.2 Chocolate: Ice Cream Market - Revenue and Forecast to 2028 (US\$ Million)
  - 7.5 Fruit:
    - 7.5.1 Overview
    - 7.5.2 Fruit: Ice Cream Market - Revenue and Forecast to 2028 (US\$ Million)
  - 7.6 Others
    - 7.6.1 Overview
    - 7.6.2 Others: Ice Cream Market- Revenue and Forecast to 2028 (US\$ Million)
- 8. MEA Ice Cream Market Analysis - By Category
  - 8.1 Overview
  - 8.2 MEA Ice Cream Market, By Category (2021 and 2028)
  - 8.3 Conventional
    - 8.3.1 Overview
    - 8.3.2 Conventional: Ice Cream Market - Revenue and Forecast to 2028 (US\$ Million)
  - 8.4 Sugar Free
    - 8.4.1 Overview
    - 8.4.2 Sugar Free: Ice Cream Market - Revenue and Forecast to 2028 (US\$ Million)
- 9. MEA Ice Cream Market Analysis - By Form
  - 9.1 Overview
  - 9.2 MEA Ice Cream Market, By Form (2021 and 2028)
  - 9.3 Cups and Tubs
    - 9.3.1 Overview
    - 9.3.2 Cups and Tubs: Ice Cream Market - Revenue and Forecast to 2028 (US\$ Million)
  - 9.4 Bars and Sticks
    - 9.4.1 Overview
    - 9.4.2 Bars and Sticks: Ice Cream Market - Revenue and Forecast to 2028 (US\$ Million)
  - 9.5 Others

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- 9.5.1 Overview
- 9.5.2 Others: Ice Cream Market - Revenue and Forecast to 2028 (US\$ Million)
- 10. MEA Ice Cream Market Analysis - By Distribution Channel
- 10.1 Overview
- 10.2 MEA Ice Cream Market, By Distribution Channel (2021 and 2028)
- 10.3 Supermarkets and Hypermarkets
- 10.3.1 Overview
- 10.3.2 Supermarkets and Hypermarkets: Ice Cream Market - Revenue and Forecast to 2028 (US\$ Million)
- 10.4 Specialty Stores
- 10.4.1 Overview
- 10.4.2 Specialty Stores: Ice Cream Market - Revenue and Forecast to 2028 (US\$ Million)
- 10.5 Online Retail
- 10.5.1 Overview
- 10.5.2 Online Retail: Ice Cream Market - Revenue and Forecast to 2028 (US\$ Million)
- 10.6 Others
- 10.6.1 Overview
- 10.6.2 Others: Ice Cream Market - Revenue and Forecast to 2028 (US\$ Million)
- 11. MEA Ice Cream Market - Country Analysis
- 11.1 Overview
- 11.1.1 Middle East and Africa: Ice Cream Market, by Key Country
- 11.1.1.1 Saudi Arabia: Ice Cream Market -Revenue and Forecast to 2028 (US\$ Million)
- 11.1.1.1.1 Saudi Arabia: Ice Cream Market, By Flavor
- 11.1.1.1.2 Saudi Arabia: Ice Cream Market, by Category
- 11.1.1.1.3 Saudi Arabia: Ice Cream Market, By Form
- 11.1.1.1.4 Saudi Arabia: Ice Cream Market, by Distribution Channel
- 11.1.1.2 UAE: Ice Cream Market -Revenue and Forecast to 2028 (US\$ Million)
- 11.1.1.2.1 UAE: Ice Cream Market, By Flavor
- 11.1.1.2.2 UAE: Ice Cream Market, by Category
- 11.1.1.2.3 UAE: Ice Cream Market, By Form
- 11.1.1.2.4 UAE: Ice Cream Market, by Distribution Channel
- 11.1.1.3 South Africa: Ice Cream Market -Revenue and Forecast to 2028 (US\$ Million)
- 11.1.1.3.1 South Africa: Ice Cream Market, By Flavor
- 11.1.1.3.2 South Africa: Ice Cream Market, by Category
- 11.1.1.3.3 South Africa: Ice Cream Market, By Form
- 11.1.1.3.4 South Africa: Ice Cream Market, by Distribution Channel
- 11.1.1.4 Rest of MEA: Ice Cream Market -Revenue and Forecast to 2028 (US\$ Million)
- 11.1.1.4.1 Rest of MEA: Ice Cream Market, by Flavor
- 11.1.1.4.2 Rest of MEA: Ice Cream Market, by Category
- 11.1.1.4.3 Rest of MEA: Ice Cream Market, by Form
- 11.1.1.4.4 Rest of MEA: Ice Cream Market, by Distribution Channel
- 12. Company Profiles
- 12.1 Unilever
- 12.1.1 Key Facts
- 12.1.2 Business Description
- 12.1.3 Products and Services
- 12.1.4 Financial Overview
- 12.1.5 SWOT Analysis

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- 12.1.6 Key Developments
- 12.2 Nestle S.A.
  - 12.2.1 Key Facts
  - 12.2.2 Business Description
  - 12.2.3 Products and Services
  - 12.2.4 Financial Overview
  - 12.2.5 SWOT Analysis
  - 12.2.6 Key Developments
- 12.3 General Mills Inc.
  - 12.3.1 Key Facts
  - 12.3.2 Business Description
  - 12.3.3 Products and Services
  - 12.3.4 Financial Overview
  - 12.3.5 SWOT Analysis
  - 12.3.6 Key Developments
- 12.4 Mars, Incorporated
  - 12.4.1 Key Facts
  - 12.4.2 Business Description
  - 12.4.3 Products and Services
  - 12.4.4 Financial Overview
  - 12.4.5 SWOT Analysis
  - 12.4.6 Key Developments
- 12.5 Lotte Confectionery Co., Ltd.
  - 12.5.1 Key Facts
  - 12.5.2 Business Description
  - 12.5.3 Products and Services
  - 12.5.4 Financial Overview
  - 12.5.5 SWOT Analysis
  - 12.5.6 Key Developments
- 12.6 Inspire Brands, Inc.
  - 12.6.1 Key Facts
  - 12.6.2 Business Description
  - 12.6.3 Products and Services
  - 12.6.4 Financial Overview
  - 12.6.5 SWOT Analysis
  - 12.6.6 Key Developments
- 13. Appendix
  - 13.1 About The Insight Partners
  - 13.2 Word Index

**Middle East & Africa Ice Cream Market Forecast to 2028 - COVID-19 Impact and Regional Analysis - by Flavor (Vanilla, Chocolate, Fruit, and Others), Category (Conventional and Sugar Free), Form (Cups and Tubs, Bars and Sticks, and Others), and Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others)**

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