

Ice Cream in Saudi Arabia

Market Direction | 2022-07-08 | 25 pages | Euromonitor

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Report description:

The outbreak of the Coronavirus (COVID-19) pandemic in Saudi Arabia caused a strong decline in retail volume and current value and foodservice volume sales of ice cream in 2020. This decline was primarily due to the lack of impulse purchases and on-the-go consumption, as consumers in Saudi Arabia faced periods of home seclusion and restrictions on their freedom of movement. Consumers in Saudi Arabia often purchase ice cream products to consume immediately, but health and hygiene guidelines relat...

Euromonitor International's Ice Cream in Saudi Arabia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Frozen Yoghurt, Impulse Ice Cream, Plant-based Ice Cream, Take-Home Ice Cream, Unpackaged Ice Cream.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Ice Cream market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Early Ramadan in 2022 lessens seasonal consumption impact

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