

## **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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## Table of Contents:

Ice Cream in Saudi Arabia  
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### List Of Contents And Tables

#### ICE CREAM IN SAUDI ARABIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Ice cream to return to positive retail sales growth in 2022 as the pandemic situation stabilises

Healthy eating trend offers optimism for plant-based ice cream

Early Ramadan in 2022 lessens seasonal consumption impact

##### PROSPECTS AND OPPORTUNITIES

Ongoing recovery expected as consumers return to regular consumption habits

Despite obstacles, new imported brands are set to fragment the competitive landscape

Hot climate to continue to pique interest in the cooling effects of ice cream

##### CATEGORY DATA

Table 1 Sales of Ice Cream by Category: Volume 2017-2022

Table 2 Sales of Ice Cream by Category: Value 2017-2022

Table 3 Sales of Ice Cream by Category: % Volume Growth 2017-2022

Table 4 Sales of Ice Cream by Category: % Value Growth 2017-2022

Table 5 Sales of Ice Cream by Leading Flavours: Rankings 2017-2022

Table 6 Sales of Impulse Ice Cream by Format: % Value 2017-2022

Table 7 NBO Company Shares of Ice Cream: % Value 2018-2022

Table 8 LBN Brand Shares of Ice Cream: % Value 2019-2022

Table 9 NBO Company Shares of Impulse Ice Cream: % Value 2018-2022

Table 10 □LBN Brand Shares of Impulse Ice Cream: % Value 2019-2022

Table 11 □NBO Company Shares of Take-home Ice Cream: % Value 2018-2022

Table 12 □LBN Brand Shares of Take-home Ice Cream: % Value 2019-2022

Table 13 □Distribution of Ice Cream by Format: % Value 2017-2022

Table 14 □Forecast Sales of Ice Cream by Category: Volume 2022-2027

Table 15 □Forecast Sales of Ice Cream by Category: Value 2022-2027

Table 16 □Forecast Sales of Ice Cream by Category: % Volume Growth 2022-2027

Table 17 □Forecast Sales of Ice Cream by Category: % Value Growth 2022-2027

CHART 1 Snacks Value Sales Growth Scenarios: 2020-2027

CHART 2 Snacks Impact of Drivers on Value Sales: 2020-2027

#### SNACKS IN SAUDI ARABIA

##### EXECUTIVE SUMMARY

Snacks in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for snacks?

##### MARKET DATA

Table 18 Sales of Snacks by Category: Volume 2017-2022

Table 19 Sales of Snacks by Category: Value 2017-2022

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Table 20 Sales of Snacks by Category: % Volume Growth 2017-2022  
Table 21 Sales of Snacks by Category: % Value Growth 2017-2022  
Table 22 NBO Company Shares of Snacks: % Value 2018-2022  
Table 23 LBN Brand Shares of Snacks: % Value 2019-2022  
Table 24 Penetration of Private Label by Category: % Value 2017-2022  
Table 25 Distribution of Snacks by Format: % Value 2017-2022  
Table 26 Forecast Sales of Snacks by Category: Volume 2022-2027  
Table 27 □Forecast Sales of Snacks by Category: Value 2022-2027  
Table 28 □Forecast Sales of Snacks by Category: % Volume Growth 2022-2027  
Table 29 □Forecast Sales of Snacks by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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