

## **Ice Cream in South Africa**

Market Direction | 2023-07-11 | 26 pages | Euromonitor

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### **Report description:**

Rolling blackouts (loadshedding) have persisted in 2023, averaging stage 4 for the year (at the time of writing this report), which means that consumers experience power cuts for three to four two-hour slots per day. As a result, consumers have cut their purchases of non-essential freezer items such as ice cream in order to avoid the possible spoilage of products. Furthermore, rising food prices, interest hikes, and overall rises in the cost of living have decreased consumers' food budgets, whic...

Euromonitor International's Ice Cream in South Africa 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 2018-2022, 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 2027, 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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