

Ice Cream in Saudi Arabia

Market Direction | 2024-06-26 | 23 pages | Euromonitor

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Report description:

The ice cream market in Saudi Arabia is expected to see healthy growth in volume terms in 2024, continuing the trend of the previous year. Demand is being driven by a young and dynamic population, combined with an increase in tourism and a return to normal lifestyles in the aftermath of COVID-19. The Kingdom's hot climate and a strong cultural tradition of consuming sweet and indulgent treats have further fuelled demand for ice cream, which is regarded by Saudis as a way to cool down and enjoy a...

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 2019-2023, 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 2028, 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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ICE CREAM IN SAUDI ARABIA

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Health and wellness trend gains momentum, although frozen yoghurt is unable to benefit fully, due to availability issues

Modern grocery retailers dominate sales of take-home ice cream

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"Made In Saudi" initiative will provide boost to domestic production

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