

Saudi Arabia Ice Cream Market, By Flavor (Mango, Chocolate, Vanilla, Others), By Category (Impulse Ice Cream, Take-Home Ice Cream, Artisanal Ice Cream), By Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Ice Cream Parlors, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Report description:

Saudi Arabia Ice Cream Market was valued at USD 648.28 Million in 2024 and is expected to reach USD 1017.37 Million by 2030 with a CAGR of 7.8% during the forecast period. The Saudi Arabia ice cream market has witnessed significant growth over the years, driven by increasing consumer demand for diverse and premium ice cream products. The market is segmented by flavor, category, distribution channel, and region. Popular flavors such as mango, chocolate, and vanilla dominate the market, catering to the traditional taste preferences of consumers, while innovative and exotic flavors are gaining traction among younger demographics. The market is further categorized into impulse ice cream, take-home ice cream, and artisanal ice cream, with each segment experiencing growth due to changing consumer lifestyles and rising disposable incomes. Impulse ice cream remains a favorite for on-the-go consumption, while take-home ice cream is preferred for family gatherings and convenience. Artisanal ice cream, known for its premium quality and unique flavors, is increasingly popular among affluent consumers. Distribution channels such as supermarkets and hypermarkets, convenience stores, ice cream parlors, and online platforms play a crucial role in market expansion, with online sales witnessing a surge due to the growing e-commerce trend. Geographically, the market is divided into Western, Northern & Central, Eastern, and Southern regions, with the Western region leading in terms of market share due to higher urbanization and consumer spending. Key growth factors include the hot climate, which drives year-round demand, the influence of Western food culture, and the introduction of healthier options such as low-fat and sugar-free ice creams. The National Center for Meteorology reported that temperatures in Saudi Arabia regularly exceed 45C (113F) during peak summer, driving higher consumption of cold desserts. The market is highly competitive, with both international and local players striving to

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innovate and capture consumer interest. Overall, the Saudi Arabia ice cream market is poised for robust growth, supported by evolving consumer preferences and expanding distribution networks.

Key Market Drivers

Rising Disposable Income and Changing Consumer Preferences

Saudi Arabia has witnessed a steady increase in disposable income levels, particularly among the younger population, which constitutes a significant portion of the country's demographics. With higher purchasing power, consumers are increasingly inclined toward premium and indulgent food products, including ice cream. The demand for innovative and exotic flavors, such as mango, chocolate, and vanilla, as well as artisanal and gourmet ice cream, has surged. According to the General Authority for Statistics (GASTAT) in Saudi Arabia, the average household expenditure on food and beverages increased by 4.5% in 2022, reflecting higher disposable incomes. Additionally, the growing influence of Western culture and the desire for diverse culinary experiences have led to a shift in consumer preferences toward high-quality, premium ice cream products. This trend is further supported by the willingness of consumers to pay a premium for unique and luxurious ice cream offerings.

Key Market Challenges

Health Consciousness and Dietary Shifts

One of the most significant challenges for the ice cream market in Saudi Arabia is the growing health consciousness among consumers. With increasing awareness of lifestyle diseases such as obesity and diabetes, many consumers are shifting toward healthier eating habits. Ice cream, often perceived as a high-calorie, sugar-laden indulgence, faces scrutiny from health-conscious individuals. This trend is further amplified by government initiatives promoting healthier lifestyles and the rise of fitness culture. As a result, demand for traditional ice cream products may decline, pushing manufacturers to innovate with low-sugar, low-fat, and plant-based alternatives. However, developing such products while maintaining taste and texture remains a challenge, as consumers are unwilling to compromise on flavor.

Key Market Trends

Rising Popularity of Artisanal and Gourmet Ice Cream

One of the most notable trends in the Saudi Arabian ice cream market is the growing demand for artisanal and gourmet ice cream. Consumers are increasingly seeking unique, high-quality, and handcrafted ice cream experiences that offer a departure from traditional mass-produced options. Artisanal ice cream, often made with natural ingredients, exotic flavors, and innovative combinations, is gaining traction among affluent and discerning consumers. This trend is fueled by the desire for premiumization and the perception that artisanal products are healthier and more authentic. Ice cream parlors and specialty stores are capitalizing on this trend by offering customizable options, seasonal flavors, and visually appealing presentations that cater to the Instagram-savvy younger generation.

Key Market Players

- Saudi Dairy & Foodstuff Co. Ltd (SADAFCO)
- IFFCO Group
- Saudi Ice Cream Factory Ltd
- Baskin-Robins Saudi Arabia
- Mars Saudi Arabia Ltd.
- Batterjee Foodstuffs Factory
- Arabian Food & Dairy Factories (FADECO) Co.
- General Mills Inc.
- Cone Zone Co.
- Unilever Group.

Report Scope:

In this report, the Saudi Arabia ice cream market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

- Saudi Arabia Ice Cream Market, By Flavor:
 - o Mango
 - o Chocolate

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- o Vanilla
- o Others

-□ Saudi Arabia Ice Cream Market, By Category:

- o Impulse Ice Cream
- o Take-Home Ice Cream
- o Artisanal Ice Cream

-□ Saudi Arabia Ice Cream Market, By Distribution Channel:

- o Supermarkets and Hypermarkets
- o Convenience Stores
- o Ice Cream Parlors
- o Online
- o Others

-□ Saudi Arabia Ice Cream Market, By Region:

- o Western
- o Northern & Central
- o Eastern
- o Southern

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Saudi Arabia ice cream market.

Available Customizations:

Saudi Arabia ice cream market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

-□ Detailed analysis and profiling of additional market players (up to five).

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