

Ice Cream in South Africa

Industry Report | 2025-08-14 | 40 pages | MarketLine

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Report description:

Ice Cream in South Africa

Summary

Ice Cream in South Africa industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- Ice cream market includes retail sales of impulse ice cream - single serve, artisanal ice cream, and take-home and bulk ice cream. Impulse ice cream - single serve segment covers individually packaged products such as ice cream bars, cones, cups, and sticks intended for immediate consumption. Artisanal ice cream segment includes high-quality, small-batch ice cream crafted using traditional techniques, often incorporating premium or locally sourced ingredients. Take-home and bulk ice cream segment covers larger packaging formats such as tubs, pints, and multi-pack products.
- The South African ice cream market recorded revenues of \$274.1 million in 2024, representing a negative compound annual growth rate (CAGR) of 0.5% between 2019-24.
- Market consumption volumes declined with a negative CAGR of 1.2% between 2019-24, reaching a total of 62.5 million kilograms in 2024.
- The decline in South Africa's ice cream market over the historic period can be attributed to a combination of economic challenges, including reduced consumer purchasing power and rising production costs.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the ice cream

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market in South Africa

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the ice cream market in South Africa
- Leading company profiles reveal details of key ice cream market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the South Africa ice cream market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the South Africa ice cream market by value in 2024?
- What will be the size of the South Africa ice cream market in 2029?
- What factors are affecting the strength of competition in the South Africa ice cream market?
- How has the market performed over the last five years?
- Who are the top competitors in South Africa's ice cream market?

Table of Contents:

Table of Contents

1 Executive Summary

1.1. Market value

1.2. Market value forecast

1.3. Market volume

1.4. Market volume forecast

1.5. Category segmentation

1.6. Geography segmentation

1.7. Market share

1.8. Market rivalry

1.9. Competitive landscape

2 Market Overview

2.1. Market definition

2.2. Market analysis

3 Market Data

3.1. Market value

3.2. Market volume

4 Market Segmentation

4.1. Category segmentation

4.2. Geography segmentation

4.3. Market distribution

5 Market Outlook

5.1. Market value forecast

5.2. Market volume forecast

6 Five Forces Analysis

6.1. Summary

6.2. Buyer power

6.3. Supplier power

6.4. New entrants

6.5. Threat of substitutes

6.6. Degree of rivalry

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7 Competitive Landscape

7.1. Market share

7.2. Who are the leading players in the South African ice cream market?

7.3. Which companies have been most successful in increasing their market shares in the last 5 years (2019-24)?

7.4. Which companies market shares have suffered in the last 5 years (2019-24)?

7.5. What are the most popular brands in the South African ice cream market ?

8 Company Profiles

8.1. Groupe Lactalis SA

8.2. Mondelez International Inc

8.3. Unilever Plc

8.4. Froneri International Ltd

9 Macroeconomic Indicators

9.1. Country data

10 Appendix

10.1. Methodology

10.2. Industry associations

10.3. Related MarketLine research

10.4. About MarketLine

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