

# Ice Cream and Frozen Desserts in Egypt

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## Abstracts

Having plunged by more than one fifth during 2020, retail current value sales of ice cream and dairy desserts are set to rebound strongly during 2021. This will reflect a partial loosening of COVID-19 restrictions, which will boost impulse purchasing and on-the-go consumption. The economic environment will also begin to improve, boosting consumer confidence. The lowest rate of unit price growth in almost a decade – due in large part to the proliferation of promotional offers – will also be a fac...

Euromonitor International's Ice Cream and Frozen Desserts in Egypt 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 2016-2020, 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 directly informs our forecasts to 2025, clearly indicating how the market is expected to change.

**Product coverage:** Frozen Desserts, 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 and Frozen Desserts 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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Local manufacturers targeting low-income consumers are gaining retail value share

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