

Ice Cream and Frozen Desserts in Middle East and Africa

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Abstracts

This report highlights key growth drivers of ice cream and frozen desserts in MEA. The economic instability has shed its weight on the category hindering its growth, nevertheless this region is set to experience a more optimistic scenario when compared to other regions. Innovation and diverting from seasonality are the core of growth catalysts in addition to manufacturers striving to create a balance between affordability and product appeal. With the onset of COVID-19 this is category is set to...

Euromonitor International's Ice Cream and Frozen Desserts in Middle East and Africa global briefing offers an insight into to the size and shape of the Packaged Food (Rolling Update) market, highlights buzz topics, emerging geographies, categories and trends and identifies the leading companies and brands. It also offers strategic analysis on driving packaged food industry trends like health and wellness, premiumisation, convenience and value-for-money and how those trends influence factors like new product developments, packaging innovations, retail distribution and retail pricing both historically and into the future.

Product coverage: Cooking Ingredients and Meals, Dairy Products and Alternatives, Snacks, Staple Foods.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Packaged Food (Rolling Update) 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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