

Ice Cream and Frozen Desserts in Saudi Arabia

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Abstracts

Since the outbreak of the COVID-19 pandemic in 2020, ice cream has suffered a dramatic decline in demand. This decline was primarily due to the lack of impulse purchases and on-the-go consumption, as consumers in Saudi Arabia faced periods of home seclusion and restrictions on their freedom of movement in the Kingdom. Consumers in the Kingdom often purchase ice cream products to consume immediately, but health and hygiene guidelines during the COVID-19 pandemic made this less viable. Consumers f...

Euromonitor International's Ice Cream and Frozen Desserts 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 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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Consumers remain price sensitive, but an early Ramadan could boost growth

IFFCO group maintains lead in ice cream and frozen desserts

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