

Saudi Arabia Ice Cream Market Assessment, By Type [Dairy Based, Non-Dairy Based], By Category [Impulse Ice Cream, Take-home Ice Cream, Artisanal Ice Cream], By Package Size [Less than 100 ml, 100 to 500 ml, More than 500 ml], By Packaging Type [Cones, Cups, Tubs, Sticks, Bricks, Others], By Distribution Channel [Online; Offline-Supermarkets/Hypermarkets, Ice Cream Parlours, Convenience Stores, Others], By Region, Opportunities, and Forecast, 2016-2030F

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Abstracts

The Saudi Arabia Ice Cream Market is projected to witness a CAGR of 6.76% during the forecast period 2023-2030 and reach USD 700.93 million by 2030. The market is driven by the current trend towards unusual tastes of the younger generation, who are more adventurous and open to new experiences coupled with the growing popularity of nitrogen ice creams. As a result, a variety of flavours, including unusual savoury ones like smoked bacon and egg, black pepper, chilli, Thai green curry, and many more, are currently available in the market.

Businesses are utilising the innovation platform, right offering, identification of the right products and demographic segment, and speed to market to benefit from these shifts. To meet the interests of modern consumers, the majority of manufacturers constantly work to create new flavours. The companies are even experimenting by presenting ice cream in a chewy pancake instead of a wafer cone in order to appeal to all of the senses of the consumer. Customers are keen to test new options in ice creams that promise about having extra protein and useful energy. In response, businesses are introducing more ice cream items targeted at the sports nutrition market. Ice cream

producers have started lowering the sugar content of their goods as a way to appeal to this market demographic.

Prolonged Summers and Hot Temperatures

Saudi Arabia is a dry nation with little to no rainfall, excessive heat and the country have oppressive humidity in the summer, making travel uncomfortable. Cold foods and drinks are in high demand due to the harsh climate and ice cream is Saudi Arabia's preferred frozen treat as a result. Many ice cream producers who are active in the market for ice cream are concentrating on launching new ice cream varieties. For instance, being the most popular ice cream brand in Saudi Arabia, Baskin-Robbins serves happiness in the shape of cups, cones, sundaes, drinks, and cakes in a broad range of flavours, from local favourites like Pralines N' Cream and Cotton Candy to cutting-edge concoctions like the new Toffee Date Pudding sundae.

Increasing Demand for Lactose-Free and Gluten-Free Ice Creams

The production of ice cream in Saudi Arabia is expanding as a result of the growing trend of premium, sugar-free, gluten-free, and organic ice creams. People are searching for ways to make their sweets healthier and more nutritious as more people adopt healthy lifestyles, such as by incorporating low-sugar and no-sugar options. Likewise, the general public's appetite for unique flavours is gradually growing. The market for vegan, lactose- and gluten-free ice cream flavours manufactured from components free of animal products and based on other milk alternatives, like almond milk and coconut milk, has been further stimulated by the fast-growing veganism trend. Lactose intolerance and gluten sensitivity are more common in people of Arab descent. These elements cause the market for lactose- and gluten-free ice cream to experience a boom in demand.

Nitrogen Ice Cream Gaining Traction

Nitrogen ice cream has gained tremendous popularity in Saudi Arabia. Liquid nitrogen is used to freeze the ice cream mixture instantly, resulting in a smoother and creamier texture. Customers often enjoy the theatrical aspect of watching the ice cream being prepared in front of them. Preparation of fresh ice cream involves freezing the ingredients with nitrogen which has proven to be an effective method as it reduces product waste and the ice creams are only made to order, they are not needed to be stored or prepared in large batches.

Impact of COVID-19

The retail volume, current value, and food service volume sales of ice cream experienced a significant fall in 2020 as a result of the Coronavirus (COVID-19) pandemic outbreak in Saudi Arabia. Due to periods of house seclusion and limits on their freedom of movement, consumers in Saudi Arabia made fewer impulse purchases and consumed less while they were on the road, which contributed to the reduction. In Saudi Arabia, consumers frequently buy ice cream goods to consume right away, but during the COVID-19 outbreak, this became less practical. Also, the COVID-19 pandemic outbreak had caused production facilities that do not fall under vital products to shut down partially or entirely, leading to a dramatic decline in ice-cream production and sales. However, the demand for ice-cream picked up when the lockdown started to ease down gradually.

Key Players Landscape and Outlook

There are many companies in Saudi Arabia, competing for customers in the fiercely competitive ice cream business, including The Saudi Ice Cream Factory Company Ltd., Galadari Ice Cream Company LLC, Arabian Food & Dairy Factories Co., and Saudia Dairy and Foodstuff Company (SADAFCO). These firms invest in R&D to advance their product lines and enhance their market share and revenue growth. To sustain the market share, several manufacturers are now concentrating on partnerships, collaborations and also expanding their manufacturing capacities.

In May 2022, Baskin Robins and Galaxy teamed up to create a new and delicious ice cream Milk Chocolate Twist Made with Galaxy®. The product was for a limited time and could be enjoyed in cup, cone, sundae, shake or even cake.

In March 2022, Saudia Dairy and Foodstuff Company (Sadafco) opened its state-of-the-art ice cream factory in Jeddah. The expansion in the production facility is in line with the Ministry's 'Made in Saudi' initiative to encourage both local manufacturing and consumption of local produce. The company added 1,570 sq m to its production area and kept 1,060 sq m of open space available to meet future demand.

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- *Companies mentioned above DO NOT hold any order as per market share and can be changed during course of work

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