

United Arab Emirates 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, 2018-2032F

<https://marketpublishers.com/r/U488EB6E2837EN.html>

Date: February 2025

Pages: 128

Price: US\$ 3,300.00 (Single User License)

ID: U488EB6E2837EN

Abstracts

The United Arab Emirates Ice Cream Market is estimated at USD 269.52 million in 2024 and is expected to reach at 472.87 million by 2032 growing at a CAGR of 7.28% for the forecast period between 2025 and 2032. Due to the United Arab Emirates' subtropical dry environment, which features lengthy hot summers and brief warm winters, ice cream is one of the country's most popular frozen treats. As a result, expats, visitors, and locals consume it all year long. New ice-cream flavours and types have been introduced owing in great part to the efforts of numerous ice-cream producers. Also, it is anticipated that the expansion of the restaurant and tourism industries would aid in the expansion of the nation's ice cream market.

New and innovative ice cream concepts such as plant-based ice cream pops, keto bars that bring low carbs treat and dairy free ingredients in ice creams have made it a popular choice among the population that is highly health conscious or are allergic to dairy products. Impulse ice creams will continue to dominate the UAE ice cream market with more than 50% of the total market share followed by take home ice creams during the forecast period.

Launch of Innovative Flavors and Formats Propels UAE Ice Cream Market Demand

The UAE ice cream market is observing an increase in innovative formats and flavors. Consumers are significantly looking for exciting taste experiences, encouraging brands to experiment with a broad variety of flavors and creative formats. From exotic fruits including mango and passion fruits to fusion flavors combining traditional Arabian ingredients with modern twists, the variety of choices available is grasping the interest of adventurous consumers. Brands are also launching new formats including popsicles, ice cream sandwiches, and dessert bars, offering different ways for consumers to celebrate their favorite treat. This trend is contributed by the surging popularity of experiential dining and the desire for novelty and innovation in food products. In addition, limited-edition flavors and seasonal offerings introducing a sense of exclusivity, further propelling market demand for ice creams in UAE. Furthermore, companies in the market are investing in establishing new factory to offer flavored ice creams and addressing the growing demand for ice creams.

Growing Demand and Local Production as Key Drivers

One of the primary growth drivers of the UAE ice cream market is the increasing demand for premium, locally produced frozen desserts. Consumers in the UAE are seeking not only indulgence but also high-quality products that cater to their diverse tastes. Additionally, the rise in tourism and expatriate populations has contributed significantly to the demand for varied ice cream flavors and formats. Companies are responding to these trends by focusing on local production facilities, which ensure fresher products and quicker time-to-market.

For instance, in October 2024, Pure Ice Cream Co. L.L.C, (Kwality Brand) announced an investment in a new ice-cream factory in Dubai to capitalise on new business opportunities and address the growing demand for ice cream.

Growing Cold Storage Infrastructure

The world's ice cream industry has been developing dramatically, in large part due to the fast-expanding cold storage infrastructure. Food rotting during storage and transit is reduced, thanks to the cold storage facilities. The development of active refrigeration transport systems and mobile refrigeration systems has been extremely important for the storage and movement of ice cream products. Perishable items like ice cream are transported from the producing facility to refrigerated warehouses using mobile

refrigeration equipment. These goods are kept in low temperatures in the refrigerated warehouses along with other perishable goods.

Throughout the forecast period, the development of cold chain systems in UAE is anticipated to play a significant role in boosting the ice cream market. Since the UAE is primarily dependent on food imports, a vast network of cold chains and cold storage facilities has been established. The expansion of the ice cream sector has been supported by expansive cold chains and cold warehouses to keep perishable items like ice cream.

Rise in Demand for Lactose-Free and Gluten-Free Ice Creams

One of the main carbohydrates in milk from dairy animals is lactose. The illness known as lactose intolerance, which affects many people, is characterised by a partial inability to digest the sugar (lactose) contained in dairy products. Due to the body's inability to produce lactase, it is typically brought on by a deficiency in that enzyme. The demand for gluten and lactose-free products, including ice cream, has increased due to the rising prevalence of lactose intolerance worldwide.

The market for vegan, lactose- and gluten-free ice cream flavours based on various milk replacements, like almond milk and coconut milk, has been further stimulated by the fast-growing veganism trend. Throughout the projection period, there is anticipated to be a significant increase in demand for gluten- and lactose-free ice cream products due to the rising prevalence of lactose intolerance in the UAE. According to World Health Organization (WHO), nearly one-third of the Middle East people suffers severe lactose intolerance.

Impact of COVID-19 on United Arab Emirates Ice Cream Market

Because of lockdowns, travel restrictions, and business closures, the COVID-19 pandemic has had an impact on the economies and industries of many different nations. Additionally, the United Arab Emirates imposed a nationwide lockdown that forced the closure of eateries, shopping centres, retail stores, and manufacturing facilities. This had a negative impact on the food and beverage sector, including the production of ice cream. Also, the pandemic has resulted in a rise in panic buying and consumer misunderstanding, which has disturbed the UAE's usual estimates of demand for food and beverage products. While categories like ice creams and confectionaries saw declines of 30–35%, the demand for long-shelf-life items increased by 20–25%. With the lockdown being relaxed and supermarkets, malls, and other retail establishments

reopening, the economy is improving. Furthermore, a number of ice cream manufacturing businesses are starting up again in the UAE.

Key Players Landscape and Outlook

There are many companies in United Arab Emirates, competing for customers in the fiercely competitive ice cream business, including General Mills Inc., Galadari Ice Cream Company LLC, and Mars, Incorporated among others. Organic ingredients are used by ice cream producers to create ice cream with reduced sugar and bad fat levels. Leading producers of organic ice cream are concentrating on creating new flavours to re-engage consumers to propel their company growth.

For example, House of Pops offers keto bars for people following keto diet. The ice cream offers natural sweetener xylitol as an ingredient, has low carbs and sugar content, organic coconut milk, natural strawberries, and natural vegetable fibres.

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