

Ice Cream Market in Tanzania 2021

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Abstracts

Ice cream is made from dairy products or dairy alternatives and is flavored with a sweetener, either sugar or an alternative, and a spice, such as cocoa or vanilla, or with fruit such as strawberries or peaches. In terms of revenue, the ice cream market in Tanzania is projected to grow at a compound annual growth rate (CAGR) of 8.4% over the analysis period of 2021 to 2027, according to data and analytics company StrategyHelix. Growth in per capita disposable income, as well as increases in both per capita sugar and sweetener consumption and per capita dairy consumption are the key factors driving market growth.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for ice cream. The Tanzania ice cream market is segmented on the basis of product, distribution channel. By product, it is categorized into impulse ice cream (single portion dairy ice cream, single portion water ice cream), take-home ice cream (take-home dairy ice cream, take-home water ice cream), frozen yoghurt, and others. The take-home ice cream segment held the largest market share in 2020. By distribution channel, the ice cream market is divided into convenience stores, supermarkets, hypermarkets, online retail, and others.

The report has profiled some of the key players of the market such as Tanzania, Bakhresa Group, Glaciers Products Limited, GRAVISS HOSPITALITY LTD, IFFCO UAE.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the ice cream market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

Report Scope

Product: impulse ice cream (single portion dairy ice cream, single portion water ice

cream), take-home ice cream (take-home dairy ice cream, take-home water ice cream), frozen yoghurt, and others

Distribution channel: convenience stores, supermarkets, hypermarkets, online retail, and others

Years Considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Tanzania ice cream market

Pinpoint growth sectors and trends for investment

Understand what the future of the ice cream market in Tanzania looks like

Identify the competitive landscape and window of opportunity

Contents

1. MARKET DEFINITION

2. RESEARCH METHODOLOGY

3. MARKET DATA & OUTLOOK

3.1 Market Value

3.2 Market Value Forecast

4. ICE CREAM MARKET BY PRODUCT

4.1 Impulse Ice Cream (Single Portion Dairy Ice Cream, Single Portion Water Ice Cream)

4.2 Take-Home Ice Cream (Take-Home Dairy Ice Cream, Take-Home Water Ice Cream)

4.3 Frozen Yoghurt

4.4 Others

5. ICE CREAM MARKET BY DISTRIBUTION CHANNEL

5.1 Convenience Stores

5.2 Supermarkets

5.3 Hypermarkets

5.4 Online Retail

5.5 Others

6. COMPANY PROFILES

6.1 Tanzania

6.2 Bakhresa Group

6.3 Glaciers Products Limited

6.4 GRAVISS HOSPITALITY LTD

6.5 IFFCO UAE

7. APPENDIX

7.1 About StrategyHelix

7.2 Disclaimer

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