

# **GCC Ice Cream Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Flavor (Vanilla, Chocolate, Strawberry, Raspberry, Mango, Blueberry, and Others), Category (Conventional and Sugar-free), Form (Cups and Tubs, Bars and Sticks, Soft Serves and Cones, and Others), Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, Vending Machines, and Others), and Country**

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## **Abstracts**

The GCC Ice Cream size was valued at US\$ 1.83 billion in 2024 and is projected to reach US\$ 2.85 billion by 2031; it is expected to register a CAGR of 6.5% from 2025 to 2031.

The GCC ice cream market is benefiting from increasing disposable income and shifting consumer lifestyles. As spending power grows, especially among younger populations, consumers are prioritizing premium and indulgent food experiences. Ice cream has transitioned from a seasonal treat to a year-round indulgence, driven by urbanization and exposure to global food trends. Consumers are actively seeking variety, novelty, and quality, pushing brands to innovate in flavor profiles and formats. The demand for artisanal and gourmet offerings has surged, with consumers willing to pay more for products that offer unique taste experiences or cleaner labels. In response, companies are investing in product development and branding to differentiate themselves in a competitive landscape. Retailers and QSR chains are also expanding their ice cream

assortments to meet evolving demand. As preferences continue to mature, businesses that adapt quickly and focus on premiumization are capturing greater market share across the region.

Innovation remains a key driver in the GCC ice cream market as consumers demand variety, personalization, and healthier options. Brands are experimenting with global flavors, plant-based ingredients, and low-sugar alternatives to meet diverse tastes and dietary needs. Functional benefits, such as high protein or probiotic content, are gaining appeal among health-conscious buyers. Manufacturers are also launching smaller, portion-controlled formats to cater to individual snacking trends without compromising on indulgence. Localized flavors and limited-edition collections are gaining traction, particularly among younger consumers who value exclusivity and novelty. In parallel, packaging innovation is improving shelf life, convenience, and visual appeal. As competition intensifies, businesses that prioritize R&D and tailor products to regional preferences are better positioned to win consumer loyalty. The market continues to reward players that balance indulgence with wellness, offering products that satisfy cravings while aligning with modern lifestyle choices.

Distribution strategy plays a crucial role in the GCC ice cream market's growth. The expansion of modern retail outlets, convenience stores, and premium supermarkets has increased product accessibility and visibility. At the same time, the rise of e-commerce and on-demand delivery platforms is reshaping consumer purchasing behavior. Ice cream brands are leveraging digital channels to offer direct-to-consumer models, personalized promotions, and seasonal campaigns. Strategic collaborations with food delivery services and QSR brands are further enhancing market penetration. The region's thriving tourism sector also contributes to demand, especially in hospitality, entertainment venues, and luxury resorts, where premium ice cream offerings are in high demand.

Some of the key players operating in the GCC ice cream market are General Mills Inc., Unilever plc, Nestle SA, Pure Ice Cream Co LLC (Kwality), Bulla Dairy Foods, Saudia Dairy & Foodstuff Company (SADAFCO), BR IP Holders LLC (Baskin-Robbins), Thriv LLC, IFFCO Group, and Unikai Foods PJSC.

The overall GCC ice cream market size has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information about the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain analytical insights into

the topic. Participants in this process include industry experts, such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants, such as valuation experts, research analysts, and key opinion leaders, specializing in the GCC ice cream market.

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