

# Ice Cream and Frozen Desserts in Middle East and Africa

August 2020

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## REGIONAL OVERVIEW

Middle East and Africa market growth hindered by numerous factors

Despite the contraction in 2020, the future is moderately optimistic

As the Algerian ice cream market flourishes, the Egyptian market suffers

Algeria, Saudi Arabia and Morocco are the top contributors to growth

Impulse ice cream outperforms all other products

Morocco reveals appeal for diversification as health concerns rise

Despite growth of modern trade, independent grocers remain a key channel

Penetration of modern retail paves way for wider diversity of products

## LEADING COMPANIES AND BRANDS

Market remains highly consolidated, while private label gains share

Froneri continues to lead despite decline in value share

Leading brands triumph through geographical differentiation

Pressure on disposable income stimulates constant shuffling in rankings

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Morocco, Israel and Algeria are the main contributors to forecast growth

Urbanization and overcoming seasonality will drive growth

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