

Ice Cream in South Africa

July 2024

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Ice Cream in South Africa - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Energy crisis and rising food inflation continue to contribute to lower volume demand for ice cream

Brands are aiming to grow demand beyond the summer season

Offerings from foodservice outlets hamper growth of impulse dairy ice cream

PROSPECTS AND OPPORTUNITIES

Several challenges expected to hamper growth over the forecast period

Innovations such as value-added products expected to win over the forecast period

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