



Euromonitor
International

Ice Cream in Saudi Arabia

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Ice cream grows in 2025 as Saudis mix indulgence with health
SADAFECO leads in market reach, while IFFCO gains momentum in premium formats
Small local grocers remains dominant, while retail e-commerce picks up pace

PROSPECTS AND OPPORTUNITIES

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Digital commerce and packaging innovations will reshape accessibility and shelf presence
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DISCLAIMER

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