

# Ice Cream in the United Arab Emirates

June 2025

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## Ice Cream in the United Arab Emirates - Category analysis

#### **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Healthier positioning and indulgence both appear among the key strategies

IFFCO invests to remain the clear leader

Easy access and convenience sustain small local grocers' leading position in distribution

#### PROSPECTS AND OPPORTUNITIES

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Logistics improvements to enhance retail e-commerce's penetration in ice cream

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