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# Ice Cream in South Africa

July 2024

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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
- New labelling requirements set to be implemented, which could lead to brand repositioning

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Snacks in South Africa - Industry Overview

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