



Innova Market Insights

Insights on Desserts & Ice Cream - Middle East & Africa

2023

Methodology

Analysis & Parameters

- Analysis is performed based on new product launches tracked on the Innova Database
- Geography: Produced in the Middle East and Africa
- Time Frame: 2018-2022, Product examples as recent as possible
- Category: Desserts & Ice Cream
- Subcategories: Ambient desserts, Chilled Desserts, Dairy-Based Ice Cream & Frozen Yogurt, Frozen Desserts, Non-Dairy Ice Cream & Frozen Yogurt, Toppings, Water Based Ice Lollies, Pop & Sorbet

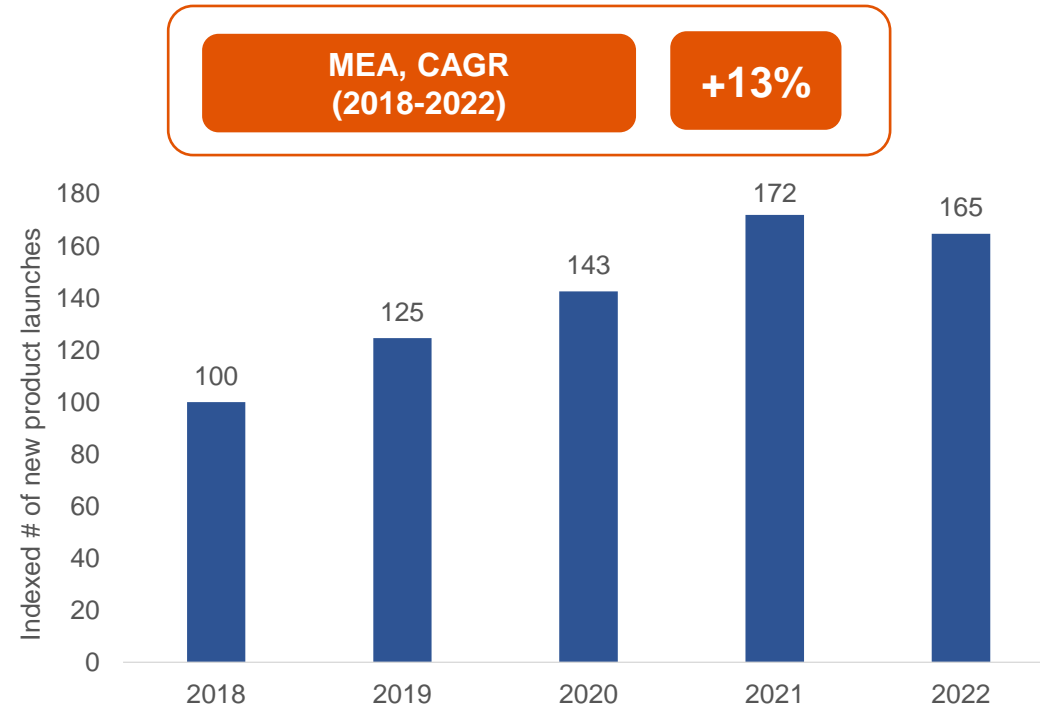
Abbreviations & Notes

- CAGR = Compound Annual Growth Rate
- NPD = New Product Development
- F&B = Food & Beverage
- MEA= Middle East & Africa
- Shelf Snapshot products are excluded

Desserts & Ice Cream launches in MEA show overall positive figures

Desserts & Ice Cream launches in MEA are gaining potential

Figure | Indexed number of new dessert & ice cream launches tracked (Middle East & Africa, 2018-2022; Index 2018 = 100)



Golf Bravo Junior: Exotic Series Ice Cream Bars

Turkey, Jul 2023

Claims: Made from Mexico cocoa beans, Ecuador cocoa beans and Santo Domingo cocoa beans. Recyclable packaging. Food safe. Exotic series.



Golf Bravo Junior: Belgium Chocolate Coated Ice Creams with Crazy Fruity and Black Mulberry Bars

Turkey, Jul 2023

Description: Three bars of ice cream with blackberry, strawberry and rice crisps pieces and milk chocolate coating, three bars of black mulberry sorbet coated with white chocolate coating.

Source: Innova Database

‘Dairy-Based Ice Cream & Frozen Yogurt’ subcategory leads launches

Top Categories (% share, 2022)



Dairy-Based Ice Cream & Frozen Yogurt

45%



Ambient Desserts

29%



Chilled Desserts

14%



Nestle Mango Yogurt Frozen Dessert

Israel, Aug 2023

Claims: Certified kosher dairy. Contains natural sweeteners and dietary fibers. Natural color. 42 kcal per serving. Recyclable packaging. Low calorie.



Spar Medium Fat Strawberry and Banana Flavoured Dairy Snack

South Africa, Aug 2023

Description: Medium fat strawberry and banana flavored dairy snack in a 150g plastic pot.

Claims: Medium fat. Plastic tub recycled. Sweetened. Quality guaranteed.

Source: Innova Database

Note: % share of top desserts & icecream subcategories

'Halal' claim leading snack launches in MEA

2 in 5 dessert & ice cream launches are 'Halal' certified

Figure | Top claims as a percentage (%) of new dessert & ice cream launches tracked (Middle East & Africa, 2022)

Halal

40%

Dry

25%

Kosher

15%



Delias Mango Sorbet

Kenya, Sep 2023

Description: Mango sorbet in a 100ml carton board tub.

Claims: Certified **halal**. Proudly made in Kenya with only the finest ingredients. No additives, no artificial flavors, no colorings and no shortcuts.



Tower Raspberry Flavoured Jelly Powder

South Africa, Jul 2023

Description: Raspberry flavored **jelly powder** in a 40g three-side sealed plastic pouch.

Claims: Great taste. Now with less sugar. 50% less sugar than regular jelly. Certified **halal**.

Source: Innova Database

Remarkably high growth of 'High/Source of Protein' claim

+106%*

...average annual growth of new dessert & ice cream launches tracked with a **'High/Source of Protein'** claim (Middle East & Africa, CAGR, 2018 - 2022)



Go By Tnuva Salted Caramel Pudding

Israel, Sep 2023

Description: Milk pudding with salted caramel flavor, in a 120g carton pot.

Claims: Certified kosher. Recyclable packaging. **Contains 12g protein** and **BCAA**.



Lemon & Lime flavor



Blueberry flavor



Litchi flavor

Tony Ferguson Flavoured Jelly Mix

South Africa, Sep 2023

Description: It is easy to make and bursting with delicious fruity flavor. It's fat free and has no added sugar, so enjoy each bite guilt free. Comes in a 19g plastic sachet.

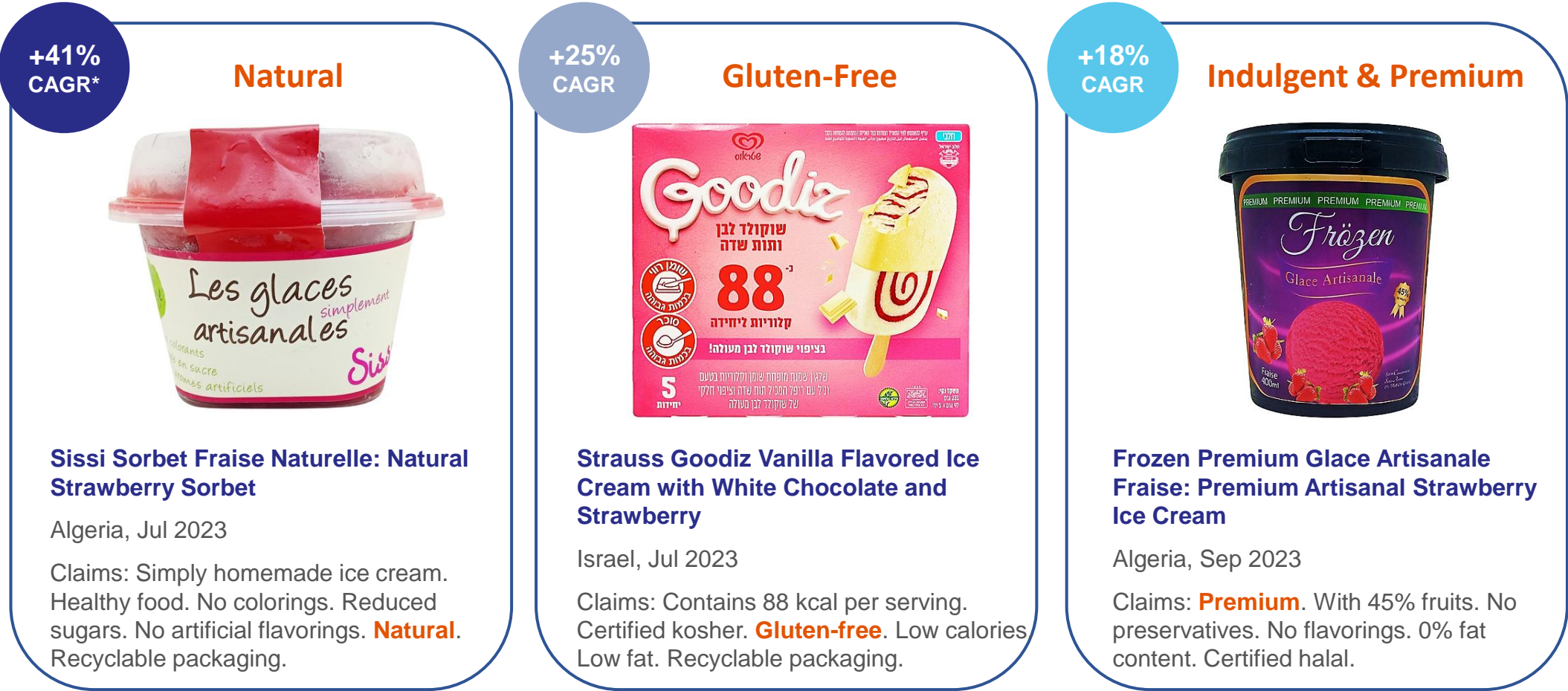
Claims: No sugar added. Naturally free from fat. **High in protein**. No added tartrazine. Health made easy.

Sources: Innova Database

Note: *Growing from a very small base

Spotlight on fastest growing claims

Fastest growing claims as a percentage (%) of new dessert & ice cream launches tracked (Middle East & Africa, CAGR, 2018-2022)





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