



Euromonitor
International

Ice Cream in South Africa

July 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Ice Cream Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Ice Cream

INDUSTRY PERFORMANCE

Brands Strategise with Portion-Controlled Options as Budgets Tighten

Insight-Driven Marketing Triggers Premiumisation and Quality Storytelling

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Supermarkets to Boost Growth by Targeting Value and Premium Needs

Marcel's to Leverages Frozen Yoghurt Innovation to Capture Health-Focused Demand

Smaller Formats and Targeted Moments to Reshape Value and Premium Strategies

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Country Fresh and Paddle Pop Sustain Trust through Household Presence

Chart 7 - Company Shares 2026

Chart 8 - Brand Shares 2026

CHANNELS

Supermarkets Drive High-Volume Sales through Broad Product Reach

Chart 9 - Retail Channels 2021-2026

PRODUCTS

Häagen-Dazs Elevates Indulgence as Brands Target Quality-Led Growth

Magnum Mini Drives Shrinkflation as Affordability Pressures Reshape Choices

Chart 10 - Magnum Mini Ice Cream

ECONOMIC CONTEXT

Chart 11 - Economic Context for Ice Cream

Chart 12 - Real Gdp Growth 2021-2031

Chart 13 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 14 - Consumer Context for Ice Cream

Chart 15 - Population 2021-2031

Chart 16 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Price-Led Growth Fuels Snacks Value as Volume Remains under Pressure

Brands Leverage Local Insights to Grow Flavoured Chips

Affordability and Shrinkflation Reshape Consumer Value Perceptions

Chart 18 - Value Sales 2021-2031

Chart 19 - Value Sales by Category 2026

WHAT'S NEXT?

Affordable and Innovative Formats to Sustain Snacks Growth through 2031

Local Insight, Healthy Innovation and Regulation to Shape Outlook

Chart 20 - Analyst Insight for Snacks

Chart 21 - Forecast Value Sales 2021-2031

Chart 22 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Simba (Pty) Ltd Maintains Lead by Leveraging Local Flavours and Reach

Chart 23 - Company Shares 2026

Chart 24 - Brand Shares 2026

CHANNELS

Supermarkets Widen Lead as Consumer Habits Drive Channel Choice

Retail E-Commerce Gains Share but Remains a Niche Channel

Chart 25 - Retail Channels 2021-2026

PRODUCTS

Cadbury Dairy Milk Shapes Consumer Habits with Affordable Pack Sizes

Chart 26 - Cadbury My Size 12G Bar

Simba and Wellington'S Partnership Boosts Local Flavour Innovation

Chart 27 - Local Flavours Preferred

ECONOMIC CONTEXT

Chart 28 - Economic Context for Snacks

Chart 29 - Real Gdp Growth 2021-2031

Chart 30 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 31 - Consumer Context for Snacks

Chart 32 - Population 2021-2031

Chart 33 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/ice-cream-in-south-africa/report.