Ice cream

INVESTMENT OPPORTUNITY SCORECARD

FOOD PROCESSING

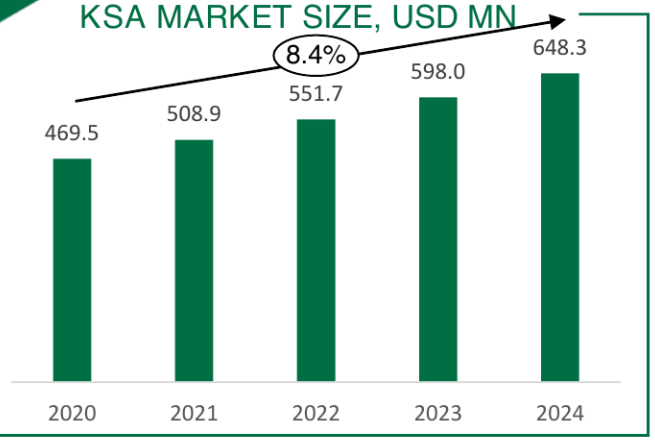
استثمر في السعودية
INVEST SAUDI

FOOD PROCESSING
Ice cream

OPPORTUNITY'S DESCRIPTION: Opportunity to establish a facility to produce for Ice-cream

DEMAND

KSA MARKET SIZE, USD MN



INVESTMENT OVERVIEW

INVESTMENT HIGHLIGHTS

- Scope – factory for healthy ice cream producing the following:
  - Ice cream cups
  - Sandwiches

VALUE PROPOSITION

- High dependency upon imports raises prospect of significant import-substitution opportunities within KSA food industry
- KSA's strategic location and favorable trade agreements (eg: GAFTA) offers potential for local manufacturers to serve emerging markets like Africa and South Asia as well as matured markets like Europe
- Opportunity to leverage recent FDI measures to motivate private sector participation in KSA food industry

KEY DEMAND DRIVERS

- One of the major demand drivers for Ice-cream and frozen dessert is the strategic shift of the industry from traditional factors such as preservation and stabilization, to enhancing health aspects, flavor and taste, nutrition, sustainable production and food security
- Owing to busy lifestyles and increase in number of working women, the demand for convenience foods that requires less cooking time is on the rise
- Factors such as increasing disposal incomes and growing population are expected to support continued growth in demand for Ice Cream & Frozen Dessert in the Kingdom
- Additionally, increasing number of restaurants and hotels further scale the consumption of Ice Cream & Frozen Dessert

MARKET OVERVIEW

MARKET READINESS AND COMPETITOR ANALYSIS

- The key players striving to capitalize on the demand influx in the Ice cream market such as Sadacfo, Baskin Robbins, etc.

COMPETITOR ANALYSIS

GLOBAL TRENDS

- Global market size for Ice-cream is valued at $62.3 billion in 2020 with CAGR of 7.5% during the forecast period of 2021 to 2026.
- The world is becoming well-aware about inorganically manufactured food products and how they affect health. This has led to an upsurge in demand for organic foods which is replicating in the frozen desserts (ice-cream) market wherein the vendors are reinventing production strategies to offer organic ice-creams and other products to the target customers.

Sources entity: MISA

DEFINITIONS

#	SCORECARD SECTION	DEFINITIONS
1	Market size	Size of market in value/volume in KSA and/or Region (MENA/GCC) covering future projections based on available estimates from published /government sources
2	Demand drivers	A select number of factors that will influence future demand for the related product/service
3	Investment highlights	An overview of key financial metrics summarizing the investment opportunity along with the expected return based on the suggested investment size
4	Value proposition	Summary of key differentiators that position KSA as a strategic choice over other regional/global peers
5	Market readiness	An overview of KSA market structure, market maturity and level of participation by local and global players
6	Competitor analysis	List of the local & international players manufacturing the underlying product in Saudi Arabia and their market share
7	Global trends	Latest business developments within the sector/product category
8	Scalability and localization	Ease of scaling the business across the value chain or into new adjacent products or geographies that would maximize the opportunity's investment returns and the ability and potential to locally manufacture the product and its components
9	Import dependency	An overview of the countries from which Saudi Arabia is importing the product and their value/volume and share in total imports
10	Value chain analysis	The process or activities that would potentially need to be carried out to deliver the underlying product or service
11	Key stakeholders	Government institutions, organizations, and/or authorities that participate or influence the market for the underlying product/service
12	Enablers	Factors that enable investment in the underlying opportunity
13	Cost of doing business in KSA	Key factors that position KSA as a competitive destination for investment in the region. Productivity adjusted wages do not include cost of $1.23/hour towards annual recurring charges including work permit, resident identity (iqama) and health insurance

Definitions

#	SCORECARD SECTION	DEFINITIONS
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