

Business Review  
**Whipping creams in the KSA**  
 SUPPLY/DEMAND/FORECASTS  
 2019 - 2024

<b>INTRODUCTION</b>	<p>There are two types – dairy and non–dairy (imitation) whipping creams. Products made with imitation whipping creams are also called confectionery creams</p> <p>Cream with a fat content of 35% and above is ideal for dairy based whipping creams. When the fat content falls below 35% stable peaks are not formed. Non–dairy whipping creams can be created with a fat content as low as 20%. Non–dairy whipping creams also have a variety of functional benefits in addition to a lower price.</p> <p>Whipped creams are highly aerated matrices of fat used as toppings/decorations in a variety of food stuffs. Whipped creams are created from whipping creams, which can be high fat (crème Chantilly) or low fat.</p> <p>Given the fast growth of the bakery industry, there is an urgent need to understand the market for whipping creams in the KSA. This will involve an understanding of production, trade and availability of whipping creams in the KSA. Key competitors will be profiled. Whipping creams are almost entirely sold in the B2B space, which essentially restricts the scope to food service applications for in–depth understanding. Food service will be split between HORECA, in–store and artisanal sectors. Retail will be covered to provide a full picture of demand.</p>
<b>OBJECTIVES</b>	<p>The main objective is to provide a full picture of the market for whipping creams in the KSA. This translates into the following sub–objectives:</p> <ul style="list-style-type: none"> <li>• Identify producers and production of whipping creams in the KSA</li> <li>• Track trade in whipping cream (only industrial) into the KSA and identify key importers/brands available</li> <li>• Arrive at availability through the calculation of production + import – export = availability</li> <li>• Split availability between dairy and non–dairy whipping creams</li> <li>• Estimate market share of different brands, price points and differentiators (claims, package size etc.) of non–dairy whipping creams</li> <li>• Split demand in food service between industrial, in–store and artisanal for non–dairy whipping creams</li> <li>• Forecast demand till 2024 for whipping creams in the KSA</li> </ul>
<b>PRODUCTS</b>	Dairy and non–dairy whipping creams
<b>MARKETS</b>	Kingdom of Saudi Arabia
<b>SECTORS</b>	Food service split between industrial and artisanal HORECA, and, in–store bakeries, retail
<b>TIMESCALE</b>	Current 2019, with forecasts to 2024
<b>SUBSCRIPTION</b>	#####

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