

Chocolate Confectionery in Kenya

Market Direction | 2022-07-25 | 18 pages | Euromonitor

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Report description:

The rate of growth in retail volume sales of chocolate confectionery slowed somewhat during 2022 but remained moderate, supported by an expanding population and urbanisation. Retail constant value sales (2022 prices) expanded at a significantly faster rate than retail volume sales amid rising commodity and energy prices. Increased taxation also played a role in this - namely the introduction of excise duty of KSH20,99 per kg on sugar confectionery and chocolate on public health grounds. As a res...

Euromonitor International's Chocolate Confectionery in Kenya report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Boxed Assortments, Chocolate Pouches and Bags, Chocolate with Toys, Countlines, Other Chocolate Confectionery, Seasonal Chocolate, Tablets.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Chocolate Confectionery market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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