

Cider/Perry in Kenya

Market Direction | 2022-07-28 | 21 pages | Euromonitor

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Report description:

Cider is still a small product area, with similar volumes sold through both off- and on-trade channels but has been gradually gaining traction over the review period. In 2021, the cider category made dynamic progress due to growing appeal among the middle and high-income female groups benefitting the off-trade and on-trade. Cider is considered a feminine drink in Kenya due to the taste and low alcohol content. Growth is largely being driven by a surge in the demand for gluten-free drinks. Indeed...

Euromonitor International's Cider/Perry in Kenya report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

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

Why buy this report?

- * Get a detailed picture of the Cider/Perry 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, 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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CIDER/PERRY IN KENYA

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