

Sugar Confectionery in Kenya

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

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Report description:

There was a slight slowdown in the rate of retail volume sales growth in sugar confectionery during 2022, but they nonetheless recovered above their pre-pandemic peak. Demand was supported by the fact that the unit price of sugar confectionery rose at a slower rate than that of chocolate confectionery. In fact, in constant value terms (2022 prices), the unit pricing of sugar confectionery actually fell slightly during the year.

Euromonitor International's Sugar 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: Boiled Sweets, Liquorice, Lollipops, Medicated Confectionery, Mints, Other Sugar Confectionery, Pastilles, Gummies, Jellies and Chews, Toffees, Caramels and Nougat.

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

Why buy this report?

- * Get a detailed picture of the Sugar 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.

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

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reliable information resources to help drive informed strategic planning.

Table of Contents:

Sugar Confectionery in Kenya
Euromonitor International
July 2022

List Of Contents And Tables

SUGAR CONFECTIONERY IN KENYA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Changing consumer lifestyles continue to limit category sales

The competitive landscape is gradually consolidating

International brands struggle to compete on price

PROSPECTS AND OPPORTUNITIES

More local consumers will seek to reduce their sugar consumption

New product developments will continue to drive the market growth

Retail modernisation will provide a growth opportunity for international brands

CATEGORY DATA

Table 1 Sales of Sugar Confectionery by Category: Volume 2017-2022

Table 2 Sales of Sugar Confectionery by Category: Value 2017-2022

Table 3 Sales of Sugar Confectionery by Category: % Volume Growth 2017-2022

Table 4 Sales of Sugar Confectionery by Category: % Value Growth 2017-2022

Table 5 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2017-2022

Table 6 NBO Company Shares of Sugar Confectionery: % Value 2018-2022

Table 7 LBN Brand Shares of Sugar Confectionery: % Value 2019-2022

Table 8 Distribution of Sugar Confectionery by Format: % Value 2017-2022

Table 9 Forecast Sales of Sugar Confectionery by Category: Volume 2022-2027

Table 10 □Forecast Sales of Sugar Confectionery by Category: Value 2022-2027

Table 11 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2022-2027

Table 12 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2022-2027

SNACKS IN KENYA

EXECUTIVE SUMMARY

Snacks in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 13 Sales of Snacks by Category: Volume 2017-2022

Table 14 Sales of Snacks by Category: Value 2017-2022

Table 15 Sales of Snacks by Category: % Volume Growth 2017-2022

Table 16 Sales of Snacks by Category: % Value Growth 2017-2022

Table 17 NBO Company Shares of Snacks: % Value 2018-2022

Table 18 LBN Brand Shares of Snacks: % Value 2019-2022

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Table 19 Distribution of Snacks by Format: % Value 2017-2022

Table 20 Forecast Sales of Snacks by Category: Volume 2022-2027

Table 21 Forecast Sales of Snacks by Category: Value 2022-2027

Table 22 □Forecast Sales of Snacks by Category: % Volume Growth 2022-2027

Table 23 □Forecast Sales of Snacks by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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