

Breakfast Cereals in Kenya

Market Direction | 2022-11-24 | 17 pages | Euromonitor

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Report description:

The war in Ukraine had led to an energy crisis, which in return is leading to high inflation. Added to that, a drought in Kenya is having a further effect on food security and livelihoods. In addition, Russia and Ukraine together export more than a quarter of the world's wheat and this is leading to significant global cost rises for breakfast cereals. However, the full impact of these factors on domestic prices has been cushioned by government subsidies, though this has come at a fiscal cost. As...

Euromonitor International's Breakfast Cereals 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: Hot Cereals, RTE Cereals.

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

Why buy this report?

- * Get a detailed picture of the Breakfast Cereals 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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