

Ice Cream in Kenya

Market Direction | 2022-07-25 | 19 pages | Euromonitor

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Report description:

Retail volume sales of ice cream rose for the first time in three years during 2021 but remained well below their pre-pandemic level. Ice cream is increasingly regarded as an occasional indulgence by local middle class consumers. The distribution of ice cream steadily widened during the latter part of the review period, with a growing number of traditional grocery retailers now having a small freezer dedicated to ice cream. This is boosting retail volume sales of impulse ice cream (mainly single...

Euromonitor International's Ice Cream 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: Frozen Yoghurt, Impulse Ice Cream, Plant-based Ice Cream, Take-Home Ice Cream, Unpackaged Ice Cream.

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

Why buy this report?

- * Get a detailed picture of the Ice Cream 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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Euromonitor International
July 2022

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ICE CREAM IN KENYA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Widening distribution drives strong growth in retail volume sales of impulse ice cream

Competitive pricing helps leader Glacier Products reinforce its leadership

Amid mounting inflationary pressure, promotional offers remain a key marketing tool

PROSPECTS AND OPPORTUNITIES

Widening distribution and increased affordability will drive robust demand growth

Foodservice expansions will expand product range and consumer base

Proliferation of supermarkets will make ice cream even more accessible

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Summary 1 Research Sources

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