

Juice in Kenya

Market Direction | 2023-01-16 | 25 pages | Euromonitor

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Report description:

BIDCO is keeping pace with the fast-growing healthy drinks market by expanding its customer base to working-aged people and teenagers. After relaunching Golden Fry as a healthy cooking oil in 2021 to target consumers worried about obesity and diabetes, BIDCO has launched a fruit juice called joOz Boost + (plus), as immunity boosting food and drink remain in high demand since the COVID-19 crisis. The present day consumer is health conscious, and remains keen on products that help to boost the fun...

Euromonitor International's Juice 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 (2018-2022), 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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- * Get a detailed picture of the Juice 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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Peptang maker entices Kenyans with bottled dawa.

Decline in sales for Ceres maker as it recalls apple juice over high levels of toxins

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Shift to fresh natural juice dampening category growth of packaged juices.

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