

## **Plant-Based Dairy in Kenya**

Market Direction | 2022-09-01 | 15 pages | Euromonitor

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### **Report description:**

Plant-based dairy remains a niche category Kenya. While some sales have been registered in recent years, the category has yet to enter the mainstream and the vast majority of local consumers are yet to embrace these products in any meaningful way. One major barrier to success is that plant-based dairy products tend to have far higher unit prices than their bovine dairy product equivalents, which limits their appeal to affluent consumers. In addition, there is very low consumer awareness of these...

Euromonitor International's Plant-based Dairy 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: Plant-based Cheese, Plant-based Milk, Plant-based Yoghurt.

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

Why buy this report?

- \* Get a detailed picture of the Plant-based Dairy 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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#### **DISCLAIMER**

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