

Grocery Retailers in Kenya

Market Direction | 2023-02-27 | 20 pages | Euromonitor

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Report description:

Brick and mortar grocery stores remain extremely popular in Kenya, despite ongoing strong growth in e-commerce. The number of grocery stores outlets continued to increase in Kenya in 2022 as operators looked to expand as the country continued its recovery from the impact of the COVID-19 pandemic. For example, Quick Mart opened several new outlets in Kenya in 2022. In addition, Naivas also opened a few new supermarkets in 2022, one at the Kiambu Mall in April 2022, another at Safari Center in Nai...

Euromonitor International's Grocery Retailers in Kenya report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Convenience Retailers, Discounters, Foods/Drink/Tobacco Specialists, Hypermarkets, Small Local Grocers, Supermarkets, Warehouse Clubs.

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

Why buy this report?

- * Get a detailed picture of the Grocery Retailers 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

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Euromonitor International
March 2023

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