

Non-Grocery Retailers in Kenya

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

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Report description:

Faced with rising costs, some major non-grocery retailers were forced to close their doors towards the end of the review period. Following a general pattern of South African retailers exiting Kenya, Massmart Holdings Ltd announced in early 2023 its decision to close its Builders Warehouse operations in the country. Although this was mainly due to the poor economic conditions there is also a perception that its failure to adapt its offer to the needs of the local market was another issue. This de...

Euromonitor International's Non-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: Apparel and Footwear Specialists, Appliances and Electronics Specialists, General Merchandise Stores, Health and Beauty Specialists, Home Products Specialists, Leisure and Personal Goods Specialists, Other Non-Grocery Retailers.

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

Why buy this report?

- * Get a detailed picture of the Non-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.

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Table of Contents:

Non-Grocery Retailers in Kenya
Euromonitor International
March 2023

List Of Contents And Tables

NON-GROCERY RETAILERS IN KENYA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Mixed results for non-grocery retailers in 2022

Economic pressures limit the recovery of the channel

More players invest in e-commerce as demand grows

PROSPECTS AND OPPORTUNITIES

New shopping malls should help to drive growth

Infrastructure projects could make shopping trips easier

Players expected to focus on the digitalisation of their businesses

CHANNEL DATA

Table 1 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 2 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 3 Non-Grocery Retailers GBO Company Shares: % Value 2018-2022

Table 4 Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022

Table 5 Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022

Table 6 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 7 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 8 Forecast Sales in Non-Grocery Retailers by Channel: Value 2022-2027

Table 9 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2022-2027

Table 10 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2022-2027

Table 11 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

RETAIL IN KENYA

EXECUTIVE SUMMARY

Retail in 2022: The big picture

Informal retail

What next for retail?

MARKET DATA

Table 12 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 13 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 14 Sales in Retail Offline by Channel: Value 2017-2022

Table 15 Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 16 Retail Offline Outlets by Channel: Units 2017-2022

Table 17 Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 18 Retail GBO Company Shares: % Value 2018-2022

Table 19 Retail GBN Brand Shares: % Value 2019-2022

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Table 20 Retail Offline GBO Company Shares: % Value 2018-2022

Table 21 □Retail Offline GBN Brand Shares: % Value 2019-2022

Table 22 □Retail Offline LBN Brand Shares: Outlets 2019-2022

Table 23 □Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 24 □Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 25 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027

Table 26 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027

Table 27 □Forecast Sales in Retail Offline by Channel: Value 2022-2027

Table 28 □Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

Table 29 □Forecast Retail Offline Outlets by Channel: Units 2022-2027

Table 30 □Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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