

Retail E-Commerce in Kenya

Market Direction | 2023-02-27 | 18 pages | Euromonitor

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Report description:

Sendy launched a payment on delivery product for e-commerce and social commerce vendors in Africa, with this including Kenya. This is seen as a significant new product as it overcomes security concerns some consumers still have about shopping online, while it also supports the large number of unbanked consumers who do not have the facility to make online payments. Furthermore, it also allows consumers to inspect the order when it is delivered before making payment, with this providing further pe...

Euromonitor International's Retail E-Commerce 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: Retail E-Commerce by Product, Retail E-Commerce by Type.

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

Why buy this report?

- * Get a detailed picture of the Retail E-Commerce 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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