

## **Cider/Perry in Kenya**

Market Direction | 2023-06-27 | 23 pages | Euromonitor

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### **Report description:**

Cider/perry in Kenya saw further expansion in 2022, with new entrants such as Kenya Originals, for example, bringing fresh products to the table. In 2022, Kenya Originals launched its KO cider, featuring distinctive flavour profiles including KO lime and ginger, and KO pineapple and mint. The player's commitment to sourcing local raw materials and expanding its distribution network, with a particular focus on residential wines and spirits outlets, signifies a strategic move within cider/perry in...

Euromonitor International's Cider/Perry 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 or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Non Alcoholic Cider/Perry, Regular Cider/Perry.

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

Why buy this report?

- \* Get a detailed picture of the Cider/Perry 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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