

Nairobi in Kenya

City Review | 2023-07-12 | 16 pages | Euromonitor

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Report description:

The Nairobi in Kenya report provides comprehensive city level information benchmarked against other cities in the country and region. The report includes historic data and forecasts on city population, consumer expenditure, digital penetration, wealth and other consumer topics. On top of the consumer analysis, economic city landscape is represented including statistics and projections for key macroeconomic, labour and transport indicators.

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

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- * Get a detailed picture of the Cities 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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