

Drinking Milk Products in Kenya

Market Direction | 2023-09-28 | 19 pages | Euromonitor

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Report description:

Drinking milk is expected to register double-digit current value growth, but minimal volume growth. Price rises have been significant, largely due to low milk production caused by drought conditions. In addition, a near ban on imports from Uganda has also pushed prices up. There are several reasons for the reduction in imports. The Kenyan government is looking to reduce imports in order to protect the local industry. However, this move is also seen as a battle between the regime of President Wil...

Euromonitor International's Drinking Milk Products in Kenya report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- * Get a detailed picture of the Drinking Milk Products 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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