

Tea in Kenya

Market Direction | 2024-01-29 | 21 pages | Euromonitor

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Report description:

Tea bags continued to gain ground at the expense of loose tea at the retail and foodservice levels in Kenya in 2023. Visible across all categories and brand ranges, this trend was mainly reflective of increasing appreciation for the greater convenience of tea bags. Indeed, this attribute became even more appealing as the pace of life in the country picked up with the return to pre-pandemic routines. The fact that recent years have seen most producers steadily expand their portfolios in this area...

Euromonitor International's Tea 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other Tea.

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

Why buy this report?

- * Get a detailed picture of the Tea 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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