

## **Concentrates in Kenya**

Market Direction | 2024-02-05 | 26 pages | Euromonitor

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### **Report description:**

Liquid concentrates in Kenya saw off-trade volume growth slow significantly in 2023. Given that these products are primarily consumed at home, this was partly explained by the return to regular routines in the aftermath of COVID-19. Similarly, as the pace of life accelerated with the easing of the pandemic, the category faced increased competition from more convenient ready-to-drink alternatives, especially juice. The downturn also reflected the fact that the traditional perception of liquid con...

Euromonitor International's Concentrates 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, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- \* Get a detailed picture of the Concentrates 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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