

Ice Cream in Kenya

Market Direction | 2024-07-09 | 21 pages | Euromonitor

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Report description:

A confluence of factors, including rising inflation and increasing production costs, has made Kenyan consumers more sensitive to price in 2024. This newfound price consciousness is translating into a shift in purchasing behaviour, with consumers gravitating towards budget-friendly options and smaller pack sizes. Recognising this trend, manufacturers are adjusting their pricing strategies and introducing promotional campaigns to maintain affordability and retain market share. For instance, Alpha...

Euromonitor International's Ice Cream 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Frozen Yoghurt, Impulse Ice Cream, Plant-based Ice Cream, Take-Home Ice Cream, Unpackaged Ice Cream.

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

Why buy this report?

- * Get a detailed picture of the Ice Cream 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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