

Cheese in Kenya

Market Direction | 2024-09-05 | 17 pages | Euromonitor

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Report description:

Cheese in Kenya continues to be negatively affected by price-sensitivity at the end of the review period. Average retail current unit prices are set to see double-digit increases across categories over 2024. This is driving consumers towards more affordable alternatives to cheese, especially amidst a high cost-of-living and inflation rate. This shift is also reflected in their purchasing decisions within cheese, with a preference for budget-friendly over more premium varieties. For example, loca...

Euromonitor International's Cheese 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: Hard Cheese, Processed Cheese excl Spreadable, Soft Cheese, Spreadable Cheese.

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

Why buy this report?

- * Get a detailed picture of the Cheese 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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Euromonitor International
September 2024

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