

Drinking Milk Products in Kenya

Market Direction | 2024-09-05 | 19 pages | Euromonitor

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Report description:

Amid soaring prices, drinking milk products in Kenya have been undermined by a strong drop in milk consumption since 2022. For example, the Kenya National Bureau of Statistics (KNBS) reported a decline in milk consumption between January and June 2023. High sugar costs, reaching over KES500.00 per 2kg pack, led households to tighten budgets, impacting overall consumption habits. The reduced milk intake mirrors the economic strain on households, highlighting dairy's sensitivity to price fluctuati...

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 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: 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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SOURCES

Summary 1 Research Sources

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