

Other Dairy in Kenya

Market Direction | 2024-09-05 | 18 pages | Euromonitor

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Report description:

Retail volume and value sales of other dairy in Kenya remain very low at the end of the review period. Growth is expected to be healthy over 2024, from a low base, although cream remains the category within other dairy to register significant retail, or foodservice, sales. Consumers in Kenya are highly price-sensitive, and this severely hampers the potential of dairy products like cooking cream and ghee. The high cost of these items, coupled with limited awareness in households, subdues demand.

Euromonitor International's Other Dairy 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: Chilled and Shelf Stable Desserts, Chilled Snacks, Coffee Whiteners, Condensed and Evaporated Milk, Cream, Fromage Frais and Quark.

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

Why buy this report?

- * Get a detailed picture of the Other Dairy 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

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reliable information resources to help drive informed strategic planning.

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OTHER DAIRY IN KENYA

KEY DATA FINDINGS

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Cream remains the only significant category in other dairy
High prices hamper the potential for cream in the market
Low awareness and knowledge of use hinder take-off of condensed milk

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Wider distribution is required to strengthen other dairy's foothold
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