

Coffee in Kenya

Market Direction | 2025-01-16 | 21 pages | Euromonitor

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Report description:

Coffee in Kenya registered health current value and volume growth in 2024, though value sales are still well behind tea and other hot drinks. Instant coffee continued to account for most value and volume sales and also registered the highest current value and volume growth. Its popularity is mainly due to its low cost and convenience and in addition many consumers are unable to afford coffee machines such as cafetieres to brew fresh ground coffee at home. That being said,, there is increasing de...

Euromonitor International's Coffee 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 2020-2024, 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 or pricing issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Fresh Coffee, Instant Coffee.

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

Why buy this report?

- * Get a detailed picture of the Coffee 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 reliable information resources to help drive informed strategic planning.

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