

Travel Intermediaries in Kenya

Industry Report | 2025-10-16 | 41 pages | MarketLine

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Report description:

Travel Intermediaries in Kenya

Summary

Travel Intermediaries in Kenya industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- Travel intermediation is a part of the business that assists in selling travel products and services to customers. The products may include airline tickets, car rentals, hotels, railway tickets, and package holidays that may combine several products.
- The Kenyan travel intermediaries market recorded revenues of \$1.2 billion in 2024, representing a compound annual growth rate (CAGR) of 5.6% between 2019 and 2024.
- The travel-only segment accounted for the market's largest proportion in 2024, with total revenues of \$0.8 billion, equivalent to 65.7% of the market's overall value
- Kenya accounted for a 1.6% share of the Middle East & African travel intermediaries market in 2024.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the travel intermediaries market in Kenya
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the travel intermediaries market in Kenya
- Leading company profiles reveal details of key travel intermediaries market players' global operations and financial performance

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- Add weight to presentations and pitches by understanding the future growth prospects of the Kenya travel intermediaries market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the Kenya travel intermediaries market by value in 2024?
- What will be the size of the Kenya travel intermediaries market in 2029?
- What factors are affecting the strength of competition in the Kenya travel intermediaries market?
- How has the market performed over the last five years?
- Who are the top competitors in Kenya's travel intermediaries market?

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