

# EMA - The Kenya Food Market Report 2014

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## Abstracts

The Kenya Food Market Report 2014 features Emerging Market Analysts (EMA)'s market assessment and independent forecasts for food expenditure, consumption, sales, and imports/exports and forecasts for the mass grocery retail sector. The report also includes analyses of major regulatory developments, the background macroeconomic outlook and competitive landscape comparing national and multinational companies by leading products and services, sales, investments, partners and expansion strategies.

EMA's Kenya Food Market Report provides industry professionals and strategists, sector analysts, business investors, trade associations and regulatory bodies with independent forecasts and competitive intelligence on the food and drink industry and the mass grocery retail market in Kenya.

### What makes this report unique?

The report also presents a unique blend of qualitative analysis combined with extensive quantitative data including global, regional and country outlook and country forecasts from 2014 -2019 - all highlighting strategic business opportunities.

### Key Benefits

Benchmark EMA's independent food industry forecasts for Kenya to test other views - a key input for successful budgeting and strategic business planning in the Kenyan food and drink market.

Target business opportunities and risks in Kenya through our reviews of latest industry trends, regulatory changes and major deals, projects and investments.

Exploit latest competitive intelligence on your competitors, partners and clients via our Company Profiles (inc, latest activity) and Competitive Landscape Tables.

### Why you should buy The Kenya Food Market Report 2014

39 pages of comprehensive analysis

7 key tables, charts, and graphs quantifying the market in detail

The Kenya Food market forecasts between 2014 and 2019

Five year forecasts for the Kenya Food, including:

Production

Consumption

Sales

Exports

Imports

Kenya Food SWOT analysis, project tables for each commodity, production and consumption, of each, competitive landscape outlook, detailing major players in the sector, Kenya's economic activity.

11 key companies identified and profiled, including 2014 market segment, market share information and latest information.

You can order this report today and Gain an understanding of how to tap into the potential of this market by ordering Kenya Food Market Report 2014

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Farmers Choice, Kenya  
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SABMiller  
Savanna Coffee  
Shoprite  
The Mug Café Kenya  
The Wrigley Co (East Africa) Ltd  
Tuskys  
Uchumi  
Ukwala Supermarkets  
Unilever Kenya

Other Organisations Mentioned in This Report  
East African Community (EAC)

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