

# Cider/Perry in Kenya

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Date: June 2024

Pages: 25

Price: US\$ 990.00 (Single User License)

ID: CA19F18EAFFEN

## Abstracts

Characterised by fruity flavours and lower alcohol content, cider/perry is gaining popularity in Kenya, especially among female and younger consumers who may be new to alcohol. Notable brands like Savannah Premium Dry Cider, Hunter's Gold from Kenya Wine Agencies Ltd (KWAL) and Tusker Cider from East African Breweries have quickly gained traction, particularly among urban women. The diverse range of flavours in ciders caters to varied consumer preferences, creating strong appeal especially among...

Euromonitor International's Cider/Perry 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 (2019-2023), 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 2028 illustrate how the market is set to change.

Product coverage: Non Alcoholic Cider/Perry, Regular Cider/Perry.

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

Why buy this report?

Get a detailed picture of the Cider/Perry 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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