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Concentrates in Kenya

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Abstracts

Health conscious consumers are shifting towards the adoption of natural fruit juices as an alternative to concentrates, which is dampening category growth. Several manufacturers operating in the concentrates category are now focusing on and shifting towards healthier products containing less sugar. This is due to the increased health awareness amongst consumers owing to the rise in lifestyle diseases in the country. Awareness of the high level of sugar in concentrates that might cause several he...

Euromonitor International's Concentrates 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 (2018-2022), 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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

Get a detailed picture of the Concentrates market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market’s major players and leading brands;

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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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