

Consumer Lifestyles in Kenya

<https://marketpublishers.com/r/C9984A7B02CEN.html>

Date: May 2017

Pages: 33

Price: US\$ 2,100.00 (Single User License)

ID: C9984A7B02CEN

Abstracts

While many Kenyans live in poverty, in recent years many consumers have nevertheless enjoyed increasing levels of disposable income and, in turn, spending, driving the development of modern retail and the construction of numerous shopping centres throughout the country. However, many consumers are becoming more cautious due to high, stubborn inflation rates and rising food prices. Online shopping is in its infancy but observers are optimistic about continued growth in coming years.

Euromonitor's Consumer Lifestyles in Kenya report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

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

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Pinpoint growth sectors and identify factors driving change;

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Use five-year forecasts to assess how the market is predicted to develop.

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