

E-Commerce in Kenya

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Abstracts

The rate of growth in e-commerce retail current value sales slowed slightly during 2020 but remained vigorous. While the economic shock of the pandemic led many local consumers to rein in their discretionary spending, the fact that many consumers found it much more difficult to shop in person due to restrictions on movement led some to try online shopping for the first time. Growth in e-commerce was also buoyed by the fact that a growing number of Kenyan consumers own smartphones and are going o...

Euromonitor International's E-Commerce in Kenya report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Cross-border E-Commerce, E-Commerce by Product Category, Mobile E-Commerce.

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

Why buy this report?

Get a detailed picture of the E-Commerce 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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Locked-down consumers shop online in growing numbers

Reduced delivery fees buoy demand

Pick-up points alleviate last-mile issue

RECOVERY AND OPPORTUNITIES

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New entrants will put pressure on leader Jumia Technologies AG

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GLOBAL INDUSTRY ENVIRONMENT

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