

Ice Cream and Frozen Desserts in Kenya

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Abstracts

There was a sharp decline in retail volume sales of ice cream during 2020. Restrictions on movement led to a reduction in impulse purchasing and on-the-go consumption, while the economic impact of COVID-19 caused a reduction in discretionary spending. Moreover, some local consumers shied away from ice cream during 2020 in the mistaken belief that eating cold foods would make them more vulnerable to COVID-19.

Euromonitor International's Ice Cream and Frozen Desserts in Kenya report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2016-2020, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2025, clearly indicating how the market is expected to change.

Product coverage: Frozen Desserts, Ice Cream.

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

Why buy this report?

Get a detailed picture of the Ice Cream and Frozen Desserts 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.

Contents

ICE CREAM AND FROZEN DESSERTS IN KENYA

KEY DATA FINDINGS

2021 DEVELOPMENTS

As restrictions on movement are eased, retail volume sales of ice cream will begin to stabilise

Ice cream product offer continues to widen

Competitive pricing and wide distribution help Glacier Products Ltd stay on top

PROSPECTS AND OPPORTUNITIES

Rising health consciousness will weigh on growth in retail volume sales of ice cream

Widening distribution will see impulse ice cream significantly outperform take-home ice cream

Retail expansion will make ice cream more accessible to local consumers

CATEGORY DATA

Table 1 Sales of Ice Cream and Frozen Desserts by Category: Volume 2016-2021

Table 2 Sales of Ice Cream and Frozen Desserts by Category: Value 2016-2021

Table 3 Sales of Ice Cream and Frozen Desserts by Category: % Volume Growth 2016-2021

Table 4 Sales of Ice Cream and Frozen Desserts by Category: % Value Growth 2016-2021

Table 5 NBO Company Shares of Ice Cream and Frozen Desserts: % Value 2017-2021

Table 6 LBN Brand Shares of Ice Cream and Frozen Desserts: % Value 2018-2021

Table 7 NBO Company Shares of Ice Cream: % Value 2017-2021

Table 8 LBN Brand Shares of Ice Cream: % Value 2018-2021

Table 9 Distribution of Ice Cream and Frozen Desserts by Format: % Value 2016-2021

Table 10 Distribution of Ice Cream by Format: % Value 2016-2021

Table 11 Forecast Sales of Ice Cream and Frozen Desserts by Category: Volume 2021-2026

Table 12 Forecast Sales of Ice Cream and Frozen Desserts by Category: Value 2021-2026

Table 13 Forecast Sales of Ice Cream and Frozen Desserts by Category: % Volume Growth 2021-2026

Table 14 Forecast Sales of Ice Cream and Frozen Desserts by Category: % Value Growth 2021-2026

SNACKS IN KENYA

EXECUTIVE SUMMARY

Snacks in 2021: The big picture

Key trends in 2021

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 15 Sales of Snacks by Category: Volume 2016-2021

Table 16 Sales of Snacks by Category: Value 2016-2021

Table 17 Sales of Snacks by Category: % Volume Growth 2016-2021

Table 18 Sales of Snacks by Category: % Value Growth 2016-2021

Table 19 NBO Company Shares of Snacks: % Value 2017-2021

Table 20 LBN Brand Shares of Snacks: % Value 2018-2021

Table 21 Distribution of Snacks by Format: % Value 2016-2021

Table 22 Forecast Sales of Snacks by Category: Volume 2021-2026

Table 23 Forecast Sales of Snacks by Category: Value 2021-2026

Table 24 Forecast Sales of Snacks by Category: % Volume Growth 2021-2026

Table 25 Forecast Sales of Snacks by Category: % Value Growth 2021-2026

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SOURCES

Summary 1 Research Sources

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