

# Mobile E-Commerce (Goods) in Kenya

<https://marketpublishers.com/r/MB6FA7ABCA12EN.html>

Date: March 2022

Pages: 30

Price: US\$ 990.00 (Single User License)

ID: MB6FA7ABCA12EN

## Abstracts

Very few Kenyan households have a desktop or laptop computer or landline internet, but smartphone ownership expanded rapidly during the review period. With social distancing the norm in Kenya in 2020 and 2021 due to the COVID-19 pandemic, mobile internet browsing was increasingly the first point of contact between retailers and shoppers. Leading online retailers like Jumia, Kilimall and Alibaba to perform well as they already offer mobile apps.

Euromonitor International's Mobile E-Commerce (Goods) 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.

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

### Why buy this report?

Get a detailed picture of the Mobile E-Commerce (Goods) 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

### MOBILE E-COMMERCE (GOODS) IN KENYA

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

For many Kenyans, the mobile internet is the internet

On-demand grocery delivery boosts the performance of mobile e-commerce

Safaricom switches its focus purely to its mobile app M-Pesa in 2021

#### PROSPECTS AND OPPORTUNITIES

Mobile e-commerce benefits from improved mobile internet infrastructure in 2022 and beyond

Lower-income consumers gradually enter the mobile e-commerce channel

Cash payments will gradually decline in Kenya

#### CHANNEL DATA

Table 1 Mobile E-Commerce (Goods): Value 2016-2021

Table 2 Mobile E-Commerce (Goods): % Value Growth 2016-2021

Table 3 Mobile E-Commerce (Goods) Forecasts: Value 2021-2026

Table 4 Mobile E-Commerce (Goods) Forecasts: % Value Growth 2021-2026

### RETAILING IN KENYA

#### EXECUTIVE SUMMARY

Retailing in 2021: The big picture

The competitive landscape of modern grocery retailers continues to heat up in 2021 due to the COVID-19 pandemic

Digitalisation continues to transform retailing in 2021

The government focuses on local manufacturing in response to the COVID-19 pandemic

What next for retailing?

#### OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2021

Physical retail landscape

Residential areas, a key market for Modern Grocery retailers.

Cash and carry

Seasonality

Shopping Season Name: Christmas and New Year Shopping

Shopping Season Name: Back to School Shopping

Payments

Delivery and collections

## Emerging business models

## MARKET DATA

Table 5 Sales in Retailing by Store-based vs Non-Store: Value 2016-2021

Table 6 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021

Table 7 Sales in Store-Based Retailing by Channel: Value 2016-2021

Table 8 Sales in Store-Based Retailing by Channel: % Value Growth 2016-2021

Table 9 Store-Based Retailing Outlets by Channel: Units 2016-2021

Table 10 Store-Based Retailing Outlets by Channel: % Unit Growth 2016-2021

Table 11 Sales in Non-Store Retailing by Channel: Value 2016-2021

Table 12 Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021

Table 13 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021

Table 14 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 15 Sales in Non-Grocery Specialists by Channel: Value 2016-2021

Table 16 Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021

Table 17 Non-Grocery Specialists Outlets by Channel: Units 2016-2021

Table 18 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021

Table 19 Retailing GBO Company Shares: % Value 2017-2021

Table 20 Retailing GBN Brand Shares: % Value 2018-2021

Table 21 Store-based Retailing GBO Company Shares: % Value 2017-2021

Table 22 Store-based Retailing GBN Brand Shares: % Value 2018-2021

Table 23 Store-based Retailing LBN Brand Shares: Outlets 2018-2021

Table 24 Non-Store Retailing GBO Company Shares: % Value 2017-2021

Table 25 Non-Store Retailing GBN Brand Shares: % Value 2018-2021

Table 26 Non-Grocery Specialists GBO Company Shares: % Value 2017-2021

Table 27 Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021

Table 28 Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021

Table 29 Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021

Table 30 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026

Table 31 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026

Table 32 Forecast Sales in Store-Based Retailing by Channel: Value 2021-2026

Table 33 Forecast Sales in Store-Based Retailing by Channel: % Value Growth 2021-2026

Table 34 Forecast Store-Based Retailing Outlets by Channel: Units 2021-2026

Table 35 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026

Table 36 Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026

Table 37 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2021-2026

Table 38 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 39 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 40 Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026

Table 41 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2021-2026

Table 42 Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026

Table 43 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2021-2026

DISCLAIMER

SOURCES

Summary 2 Research Sources

## I would like to order

Product name: Mobile E-Commerce (Goods) in Kenya

Product link: <https://marketpublishers.com/r/MB6FA7ABCA12EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MB6FA7ABCA12EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970