

# Modern Grocery Retailers in Kenya

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## Abstracts

Modern grocery retailers responded negatively to the COVID-19 pandemic in 2020. Restrictions on operating hours and the economic shock of the pandemic led to current value decline. Many consumers, particularly those on lower incomes, were forced to curb their discretionary spending, while a dusk-to-dawn curfew in some cities – most notably Nairobi – during the early stages of the pandemic led many to do more of their grocery shopping in traditional neighbourhood stores, which are usually closer...

Euromonitor International's Modern Grocery Retailers 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:** Convenience Stores, Discounters, Forecourt Retailers, Hypermarkets, Supermarkets.

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

## Why buy this report?

Get a detailed picture of the Modern Grocery Retailers 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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#### 2021 DEVELOPMENTS

Modern grocery retailers returns to current value growth in 2021

Carrefour continues to expand while Tuskys is forced to leave the competitive landscape in 2021

More and more stores forge partnerships with online delivery platforms

#### PROSPECTS AND OPPORTUNITIES

Improved socioeconomic conditions and changing lifestyles support the rapid expansion of the modern channel

Competition will intensify over the forecast period

E-commerce will be at the forefront of innovations within the modern channel

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