

Non-Grocery Specialists in Kenya

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Abstracts

Increasing popularity of online retailing in Kenya, especially among the young population, was adopted by non-grocery specialists, mainly for apparel and footwear, electronics, health and beauty product categories as players tapped into this channel in a bid to grow their revenues.

Euromonitor International's Non-Grocery Specialists 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: Apparel and Footwear Specialist Retailers, Electronics and Appliance Specialist Retailers, Health and Beauty Specialist Retailers, Home and Garden Specialist Retailers, Leisure and Personal Goods Specialist Retailers, Other Non-Grocery Specialists.

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

Why buy this report?

Get a detailed picture of the Non-Grocery Specialists 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

Headlines

Prospects

Players Use Internet Retailing To Boost Sales

Growing Competition From Small and Medium Enterprises

Brand Marketing Growing in Kenya

Competitive Landscape

Rising Competition From Grocery Retailers

the Main Products Sold Are International Brands

Informal Retailing Remains A Threat To Non-grocery Specialists

Channel Data

Table 1 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2012-2017

Table 2 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2012-2017

Table 3 Sales in Non-Grocery Specialists by Channel: Value 2012-2017

Table 4 Sales in Non-Grocery Specialists by Channel: % Value Growth 2012-2017

Table 5 Non-Grocery Specialists Outlets by Channel: Units 2012-2017

Table 6 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2012-2017

Table 7 Non-Grocery Specialists GBO Company Shares: % Value 2013-2017

Table 8 Non-Grocery Specialists GBN Brand Shares: % Value 2014-2017

Table 9 Non-Grocery Specialists LBN Brand Shares: Outlets 2014-2017

Table 10 Non-Grocery Specialists LBN Brand Shares: Selling Space 2014-2017

Table 11 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2017-2022

Table 12 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2017-2022

Table 13 Forecast Sales in Non-Grocery Specialists by Channel: Value 2017-2022

Table 14 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2017-2022

Table 15 Forecast Non-Grocery Specialists Outlets by Channel: Units 2017-2022

Table 16 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2017-2022

Executive Summary

Retailing in Kenya Maintains Strong Growth in 2017

Informal Sales Remain Relevant in Kenya

Modern Retailers Reduce Selling Space

International Players Continue To Set Up Shop in Kenya in 2017

Strong Growth Expected Over the Forecast Period

Operating Environment

Informal Retailing

Opening Hours

Summary 1 Standard Opening Hours by Channel Type 2017

Physical Retail Landscape

Seasonality

Payments and Delivery

Emerging Business Models

Market Data

Table 17 Sales in Retailing by Store-based vs Non-Store: Value 2012-2017

Table 18 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2012-2017

Table 19 Sales in Store-Based Retailing by Channel: Value 2012-2017

Table 20 Sales in Store-Based Retailing by Channel: % Value Growth 2012-2017

Table 21 Store-Based Retailing Outlets by Channel: Units 2012-2017

Table 22 Store-Based Retailing Outlets by Channel: % Unit Growth 2012-2017

Table 23 Sales in Non-Store Retailing by Channel: Value 2012-2017

Table 24 Sales in Non-Store Retailing by Channel: % Value Growth 2012-2017

Table 25 Retailing GBO Company Shares: % Value 2013-2017

Table 26 Retailing GBN Brand Shares: % Value 2014-2017

Table 27 Store-based Retailing GBO Company Shares: % Value 2013-2017

Table 28 Store-based Retailing GBN Brand Shares: % Value 2014-2017

Table 29 Store-based Retailing LBN Brand Shares: Outlets 2014-2017

Table 30 Non-Store Retailing GBO Company Shares: % Value 2013-2017

Table 31 Non-Store Retailing GBN Brand Shares: % Value 2014-2017

Table 32 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2017-2022

Table 33 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2017-2022

Table 34 Forecast Sales in Store-Based Retailing by Channel: Value 2017-2022

Table 35 Forecast Sales in Store-Based Retailing by Channel: % Value Growth 2017-2022

Table 36 Forecast Store-Based Retailing Outlets by Channel: Units 2017-2022

Table 37 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2017-2022

Table 38 Forecast Sales in Non-Store Retailing by Channel: Value 2017-2022

Table 39 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2017-2022

Definitions

Sources

Summary 2 Research Sources

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