

# Non-Grocery Retailers in Kenya

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## Abstracts

Faced with rising costs, some major non-grocery retailers were forced to close their doors towards the end of the review period. Following a general pattern of South African retailers exiting Kenya, Massmart Holdings Ltd announced in early 2023 its decision to close its Builders Warehouse operations in the country. Although this was mainly due to the poor economic conditions there is also a perception that its failure to adapt its offer to the needs of the local market was another issue. This de

Euromonitor International's Non-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:** Apparel and Footwear Specialists, Appliances and Electronics Specialists, General Merchandise Stores, Health and Beauty Specialists, Home Products Specialists, Leisure and Personal Goods Specialists, Other Non-Grocery Retailers.

**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 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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