

Retail E-Commerce in Kenya

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Abstracts

Sendy launched a payment on delivery product for e-commerce and social commerce vendors in Africa, with this including Kenya. This is seen as a significant new product as it overcomes security concerns some consumers still have about shopping online, while it also supports the large number of unbanked consumers who do not have the facility to make online payments. Furthermore, it also allows consumers to inspect the order when it is delivered before making payment, with this providing further pe

Euromonitor International's Retail E-Commerce 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: Retail E-Commerce by Product, Retail E-Commerce by Type.

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

Why buy this report?

Get a detailed picture of the Retail E-Commerce 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

RETAIL E-COMMERCE IN KENYA

KEY DATA FINDINGS

2022 DEVELOPMENTS

New products and payment service providers opening retail e-commerce up to a wider audience

Retail e-commerce benefiting from investment in ICT alongside rising smartphone penetration

Improving last-mile delivery remains a key focus of online retailers

PROSPECTS AND OPPORTUNITIES

Increasing smartphone penetration spells good news for retail e-commerce

E-commerce has a bright outlook despite challenges

Kenya's Digital Masterplan should help improve education and awareness

CHANNEL DATA

Table 1 Retail E-Commerce by Product: Value 2017-2022

Table 2 Retail E-Commerce by Product: % Value Growth 2017-2022

Table 3 Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 4 Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 5 Forecast Retail E-Commerce by Product: Value 2022-2027

Table 6 Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

RETAIL IN KENYA

EXECUTIVE SUMMARY

Retail in 2022: The big picture

Informal retail

What next for retail?

MARKET DATA

Table 7 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 9 Sales in Retail Offline by Channel: Value 2017-2022

Table 10 Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 11 Retail Offline Outlets by Channel: Units 2017-2022

Table 12 Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 13 Retail GBO Company Shares: % Value 2018-2022

Table 14 Retail GBN Brand Shares: % Value 2019-2022

Table 15 Retail Offline GBO Company Shares: % Value 2018-2022

Table 16 Retail Offline GBN Brand Shares: % Value 2019-2022

Table 17 Retail Offline LBN Brand Shares: Outlets 2019-2022

Table 18 Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 19 Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 20 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027

Table 21 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027

Table 22 Forecast Sales in Retail Offline by Channel: Value 2022-2027

Table 23 Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

Table 24 Forecast Retail Offline Outlets by Channel: Units 2022-2027

Table 25 Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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