

Sugar Confectionery in Kenya

<https://marketpublishers.com/r/SF14F3F52A0EN.html>

Date: July 2023

Pages: 19

Price: US\$ 990.00 (Single User License)

ID: SF14F3F52A0EN

Abstracts

Sugar confectionery is set to decline in retail volume terms in 2023, although it will continue to see current value growth due to price rises. The prices of raw materials have been rising. For instance, reduced local production of sugar cane, declining imports, and global shortages have been driving up the prices of sugar, making it more expensive to produce products such as sugar confectionery. Higher costs eventually trickle down to end consumers, who have to pay a higher price, contributing...

Euromonitor International's Sugar Confectionery in Kenya report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Boiled Sweets, Liquorice, Lollipops, Medicated Confectionery, Mints, Other Sugar Confectionery, Pastilles, Gummies, Jellies and Chews, Toffees, Caramels and Nougat.

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

Why buy this report?

Get a detailed picture of the Sugar Confectionery 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

SUGAR CONFECTIONERY IN KENYA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising costs increase prices, driving volume decline

Competition from informal retail, and from home-made goods in traditional outlets

Kenafic continues to lead a fragmented category

PROSPECTS AND OPPORTUNITIES

Even retail expansion and development will be unable to prevent continued decline

Rising prices set to have a negative impact on volume sales

Health concerns lead to increased scrutiny by government, and action by players

CATEGORY DATA

Table 1 Sales of Sugar Confectionery by Category: Volume 2018-2023

Table 2 Sales of Sugar Confectionery by Category: Value 2018-2023

Table 3 Sales of Sugar Confectionery by Category: % Volume Growth 2018-2023

Table 4 Sales of Sugar Confectionery by Category: % Value Growth 2018-2023

Table 5 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2018-2023

Table 6 NBO Company Shares of Sugar Confectionery: % Value 2019-2023

Table 7 LBN Brand Shares of Sugar Confectionery: % Value 2020-2023

Table 8 Distribution of Sugar Confectionery by Format: % Value 2018-2023

Table 9 Forecast Sales of Sugar Confectionery by Category: Volume 2023-2028

Table 10 Forecast Sales of Sugar Confectionery by Category: Value 2023-2028

Table 11 Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2023-2028

Table 12 Forecast Sales of Sugar Confectionery by Category: % Value Growth 2023-2028

SNACKS IN KENYA

EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 13 Sales of Snacks by Category: Volume 2018-2023

Table 14 Sales of Snacks by Category: Value 2018-2023

Table 15 Sales of Snacks by Category: % Volume Growth 2018-2023

Table 16 Sales of Snacks by Category: % Value Growth 2018-2023

Table 17 NBO Company Shares of Snacks: % Value 2019-2023

Table 18 LBN Brand Shares of Snacks: % Value 2020-2023

Table 19 Distribution of Snacks by Format: % Value 2018-2023

Table 20 Forecast Sales of Snacks by Category: Volume 2023-2028

Table 21 Forecast Sales of Snacks by Category: Value 2023-2028

Table 22 Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 23 Forecast Sales of Snacks by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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