

Travel Retail in Kenya

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Abstracts

Travel retail witnessed slow growth in 2013 in terms of number of outlets but strong growth in current value terms as a high number of businesses sought long-term deals with travel retailers, offering many advantages despite high initial costs. Increased accessibility through websites led to government officers signing long-term contracts. Kenya Wildlife Service (KWS) increased the amount of information on its website, providing more links to operators in the industry.

Euromonitor International's Travel Retail in Kenya report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2010-2014, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2019 illustrate how the market is set to change.

Product coverage: Travel Retail Sales by Category, Travel Retail Sales by Channel, Travel Retail Sales by Corporate Business vs Leisure.

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

Why buy this report?

Get a detailed picture of the Travel Retail 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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Executive Summary

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Taxation Slows Industry Growth

Industry Players Resort To Informal Mergers and Agreements

Local Entities Go Digital in An Effort To Boost Sales

Investors Continue To Be Optimistic About Kenya's Tourism Industry Despite Challenging Environment

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