

Kenya: Yogurt and Fermented Milk Market

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Abstracts

This report presents a comprehensive overview of the yogurt and fermented milk market in Kenya and a forecast for its development in the next five years. It provides a detailed analysis of the market, its dynamics, structure, characteristics, main players, growth and demand drivers, etc. This is the most detailed and comprehensive report about the yogurt and fermented milk market in Kenya currently available!

The purpose of the report is to describe the state of the yogurt and fermented milk market in Kenya, to present actual and retrospective information about the volumes, dynamics, structure and characteristics of production, imports, exports and consumption and to build a forecast for the market in the medium term. In addition, the report presents an elaborate analysis of the main market participants, the price fluctuations, growth and demand drivers of the market and all other factors, influencing its development.

This research report has been prepared using the unique WMStrategy?s methodology, including a blend of qualitative and quantitative data. The information comes from official sources and insights from market experts (representatives of the main market participants), gathered by semi-structured interviews.

The report on the yogurt and fermented milk market in Kenya includes:

Analysis and forecast for the economy of Africa;

Analysis and forecast for the agricultural industry in Africa;

Analysis and forecast for development of the market volume (market size), value and dynamics;

Market breakdown (by origin, by product types/end use segments, etc.);

Volume, dynamics and analysis of domestic production (past, current and future);

Analysis of price levels (wholesale, retail, distributors, etc.) and their dynamics (past, current and future);

Volume, dynamics and analysis of imports (past, current and future);

Volume, dynamics and analysis of exports (past, current and future);

Volume, dynamics and analysis of consumption (past, current and future);

Characteristics of the main market participants (manufacturers, distributors, wholesalers, retailers, importers, exporters, Governmental structures, etc.) and the competitive landscape;

Profiles of the main companies, producing yogurt and fermented milk in Kenya;

Value chain analysis and structure of price formation;

Analysis of the factors, influencing the market development (market growth drivers, restraints, recent state programs, etc.);

Analysis and forecast of the trends and levels of supply and demand on the market;

Forecast for the market development in the medium term (including three possible scenarios for development).

This report will allow you to:

Quickly and cost-effectively gain competitive intelligence about the market;

Track market data, including size, value, segmentation, forecasts, dynamics and structure ? past, present and future;

See the exact usage of yogurt and fermented milk in Kenya by main end use

segments/product groups in the last five years and a forecast for its development in the medium term;

Find out the most promising products/markets (by end use);

Strategically assess the competitive position of each of the main domestic producers;

Track and identify key market trends, opportunities and threats and key drivers behind recent market changes;

Strategically assess market growth potential, demand drivers and restraints on the market;

Evaluate the key macroeconomic indicators to get insight into the general trends within the economy;

See how the market performed in the past (over the last 5 years) and how it will perform in the future (in the next 5 years);

Get acquainted with the leading companies on the market (manufacturers, distributors, wholesalers, retailers, importers, exporters, Government structures, etc.);

Evaluate how diversified the market is in terms of competitive intensity, fragmentation and environment and understand competitive threats;

Empower your marketing, branding, strategy and market development, consumption and supply functions with useful market insights;

Build your investment strategy by assessing market attractiveness or company attractiveness;

Build your own market entry or market expansion strategy or evaluate your current strategy;

Add weight to pitches and presentations by using official and accurate data and calculations.

This is the most comprehensive report covering the yogurt and fermented milk market in Kenya

currently available! We also offer similar reports, covering every other global country, region and the world as an overall and offer special terms for bundle purchases. So, if you are interested in the yogurt and fermented milk market in Kenya, this research report will provide you with invaluable analysis of the market, its recent and future development. In addition, the report will save you time and money while presenting you all the necessary information, empowering you to make informed decisions and move your business forward!

Contents

1. INTRODUCTION

- 1.1. Report description
- 1.2. Research methodology

2. EXECUTIVE SUMMARY

3. CHARACTERISTICS OF YOGURT AND FERMENTED MILK

4. STATE OF THE ECONOMY OF AFRICA

- 4.1. Characteristics of the economy of Africa in the last 5 years
- 4.2. Forecast for the development of the economy of Africa for the next 3 years

5. STATE OF THE AGRICULTURAL INDUSTRY IN AFRICA

- 5.1. Characteristics of the agricultural industry in Africa in the last 5 years
- 5.2. Forecast for the development of the agricultural industry in Africa for the next 3 years

6. OVERVIEW AND ANALYSIS OF THE YOGURT AND FERMENTED MILK MARKET IN KENYA

- 6.1. Volume, value and dynamics of the yogurt and fermented milk market in Kenya in the last 5 years
- 6.2. Structure of the yogurt and fermented milk market in Kenya in the last 5 years: production, imports, exports, consumption
- 6.3. Structure of the yogurt and fermented milk market in Kenya by origin
- 6.4. Structure of the yogurt and fermented milk market in Kenya by end use segments/main product groups and forecast for its development in the medium term
- 6.5. Key recent trends on the yogurt and fermented milk market in Kenya
- 6.6. Competitive landscape of the market
- 6.7. Five Forces analysis
- 6.8. Most promising products/markets (by end use)
- 6.9. Key drivers and restraints for the market development in the medium term

7. OVERVIEW AND ANALYSIS OF THE DOMESTIC PRODUCTION OF YOGURT

AND FERMENTED MILK IN KENYA

7.1. Volume, value and dynamics of the domestic production of yogurt and fermented milk in Kenya in the last 5 years and forecast for the medium term

7.2. Characteristics of the main producers of yogurt and fermented milk in Kenya

8. CHARACTERISTICS AND ANALYSIS OF THE PRICES OF YOGURT AND FERMENTED MILK IN KENYA

8.1. Value chain analysis

8.2. Structure of price formation

8.3. Characteristics of the producer prices of yogurt and fermented milk in Kenya in the last 5 years

8.4. Characteristics of other prices of yogurt and fermented milk

9. FOREIGN TRADE OPERATIONS OF YOGURT AND FERMENTED MILK IN KENYA

9.1. Foreign trade operations of yogurt and fermented milk in Kenya in the last 5 years

10. OVERVIEW AND ANALYSIS OF THE IMPORTS OF YOGURT AND FERMENTED MILK TO THE KENYAN MARKET

10.1. Volume, value and dynamics of the imports of yogurt and fermented milk to Kenya in the last 5 years

10.2. Main countries, importing yogurt and fermented milk to Kenya

10.3. Average prices of the yogurt and fermented milk, imported to Kenya

11. OVERVIEW AND ANALYSIS OF THE KENYAN EXPORTS OF YOGURT AND FERMENTED MILK

11.1. Volume, value and dynamics of the Kenyan exports of yogurt and fermented milk in the last 5 years

11.2. Recipient countries of the Kenyan exports of yogurt and fermented milk

11.3. Average prices of the Kenyan exports of yogurt and fermented milk

12. CHARACTERISTICS OF THE CONSUMPTION OF YOGURT AND FERMENTED MILK IN KENYA

12.1. Volume, value and dynamics of the consumption of yogurt and fermented milk in Kenya in the last 5 years

12.2. Structure of the consumption of yogurt and fermented milk in Kenya in the last 5 years (by origin, etc.)

12.3. Volume, value and dynamics of the per capita consumption of yogurt and fermented milk in Kenya in the last 5 years

12.4. Balance between domestic supply and domestic demand on the yogurt and fermented milk market in Kenya in the last 5 years and forecast for its development in the medium term

13. FORECAST FOR DEVELOPMENT OF THE YOGURT AND FERMENTED MILK MARKET IN KENYA FOR THE NEXT 5 YEARS

13.1. Factors, influencing the development of the yogurt and fermented milk market in Kenya in the medium term

13.2. Forecast for market development in the medium term under three possible scenarios

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List Of Tables

LIST OF TABLES

Key indicators on the yogurt and fermented milk market in Kenya in the last 5 years

Key indicators of the economy of Africa in the last 5 years

Forecast for the economy of Africa for the next 3 years

Key indicators of the agricultural industry in Africa in the last 5 years

Forecast for the agricultural industry in Africa for the next 3 years

Volume and dynamics of the yogurt and fermented milk market in Kenya in the last 5 years

Value and dynamics of the yogurt and fermented milk market in Kenya in the last 5 years

Structure of the yogurt and fermented milk market in Kenya in the last 5 years, in volume terms

Structure of the yogurt and fermented milk market in Kenya in the last 5 years, in value terms

Structure of the yogurt and fermented milk market in Kenya by origin in the last 5 years, in volume terms

Structure of the yogurt and fermented milk market in Kenya by origin in the last 5 years, in value terms

Structure of the yogurt and fermented milk market in Kenya by end use segments/main product groups in the last 5 years, in volume terms

Forecast for the structure of the yogurt and fermented milk market in Kenya by end use segments/main product groups in the medium term, in volume terms

Structure of the yogurt and fermented milk market in Kenya by end use segments/main product groups in the last 5 years, in value terms

Five Forces analysis

Most promising products/markets (by end use)

Volume and dynamics of the domestic production of yogurt and fermented milk in Kenya in the last 5 years

Value and dynamics of the domestic production of yogurt and fermented milk in Kenya in the last 5 years

Forecast for the production of yogurt and fermented milk in Kenya in the medium term

Value chain analysis of the yogurt and fermented milk market in Kenya

Cost breakdown of the price formation of yogurt and fermented milk in Kenya, in %

Volume and dynamics of the average producer prices of yogurt and fermented milk in Kenya in the last 5 years

Volume and dynamics of other prices of yogurt and fermented milk in Kenya (wholesale, distributor, retail, etc.) in the last 5 years

Trade balance of yogurt and fermented milk foreign trade in Kenya in the last 5 years, in volume terms

Trade balance of yogurt and fermented milk foreign trade in Kenya in the last 5 years, in value terms

Volume and dynamics of the imports of yogurt and fermented milk to Kenya in the last 5 years

Value and dynamics of the imports of yogurt and fermented milk to Kenya in the last 5 years

Main countries, importing yogurt and fermented milk to Kenya in the last 5 years, in volume terms

Main countries, importing yogurt and fermented milk to Kenya in the last 5 years, in value terms

Average prices of the yogurt and fermented milk, imported to Kenya in the last 5 years

Volume and dynamics of the Kenyan exports of yogurt and fermented milk in the last 5 years

Value and dynamics of the Kenyan exports of yogurt and fermented milk in the last 5 years

Recipient countries of the Kenyan exports of yogurt and fermented milk in the last 5 years, in volume terms

Recipient countries of the Kenyan exports of yogurt and fermented milk in the last 5 years, in value terms

Average prices of the Kenyan exports of yogurt and fermented milk in the last 5 years

Volume and dynamics of the consumption of yogurt and fermented milk in Kenya in the last 5 years

Value and dynamics of the consumption of yogurt and fermented milk in Kenya in the last 5 years

Structure of the consumption of yogurt and fermented milk in Kenya in the last 5 years, in volume terms

Structure of the consumption of yogurt and fermented milk in Kenya in the last 5 years, in value terms

Volume and dynamics of the per capita consumption of yogurt and fermented milk in Kenya in the last 5 years

Value and dynamics of the per capita consumption of yogurt and fermented milk in Kenya in the last 5 years

Balance between domestic supply and domestic demand on the yogurt and fermented milk market in Kenya in the last 5 years and forecast for the next 5 years, in volume terms

Balance between domestic supply and domestic demand on the yogurt and fermented milk market in Kenya in the last 5 years and forecast for the next 5 years, in value terms

Forecast for the total supply of yogurt and fermented milk in Kenya for the next 5 years (under the framework of the base scenario), in volume and value terms

Forecast for the total supply of yogurt and fermented milk in Kenya for the next 5 years (under the framework of the pessimistic scenario), in volume and value terms

Forecast for the total supply of yogurt and fermented milk in Kenya for the next 5 years (under the framework of the optimistic scenario), in volume and value terms

List Of Figures

LIST OF FIGURES

Volume and dynamics of the yogurt and fermented milk market in Kenya in the last 5 years

Value and dynamics of the yogurt and fermented milk market in Kenya in the last 5 years

Structure of the yogurt and fermented milk market in Kenya in the last 5 years, in volume terms

Structure of the yogurt and fermented milk market in Kenya in the last 5 years, in value terms

Structure of the yogurt and fermented milk market in Kenya by origin in volume terms in the last 5 years

Structure of the yogurt and fermented milk market in Kenya by origin in value terms in the last 5 years

Structure of the yogurt and fermented milk market in Kenya by end use segments/main product groups in the last 5 years, in volume terms

Forecast for the structure of the yogurt and fermented milk market in Kenya by end use segments/main product groups in the medium term, in volume terms

Structure of the yogurt and fermented milk market in Kenya by end use segments/main product groups in the last 5 years, in value terms

Volume and dynamics of the domestic production of yogurt and fermented milk in Kenya in the last 5 years

Value and dynamics of the domestic production of yogurt and fermented milk in Kenya in the last 5 years

Forecast for the production of yogurt and fermented milk in Kenya in the medium term

Value chain analysis of the yogurt and fermented milk market in Kenya

Structure of the yogurt and fermented milk price formation in Kenya, in %

Deviation of the average producer prices of yogurt and fermented milk in Kenya in the last 5 years

Trade balance of yogurt and fermented milk foreign trade in Kenya in the last 5 years, in volume terms

Trade balance of yogurt and fermented milk foreign trade in Kenya in the last 5 years, in value terms

Volume and dynamics of the imports of yogurt and fermented milk to Kenya in the last 5 years

Value and dynamics of the imports of yogurt and fermented milk to Kenya in the last 5 years

Main countries, importing yogurt and fermented milk to Kenya in the last 5 years, in volume terms

Main countries, importing yogurt and fermented milk to Kenya in the last 5 years, in value terms

Volume and dynamics of the average prices of the yogurt and fermented milk, imported to Kenya in the last 5 years

Volume and dynamics of the Kenyan exports of yogurt and fermented milk in the last 5 years

Value and dynamics of the Kenyan exports of yogurt and fermented milk in the last 5 years

Recipient countries of the Kenyan exports of yogurt and fermented milk in the last 5 years, in volume terms

Recipient countries of the Kenyan exports of yogurt and fermented milk in the last 5 years, in value terms

Volume and dynamics of the average prices of the Kenyan exports of yogurt and fermented milk in the last 5 years

Volume and dynamics of the consumption of yogurt and fermented milk in Kenya in the last 5 years

Value and dynamics of the consumption of yogurt and fermented milk in Kenya in the last 5 years

Structure of the consumption of yogurt and fermented milk in Kenya in the last 5 years, in volume terms

Structure of the consumption of yogurt and fermented milk in Kenya in the last 5 years, in value terms

Volume and dynamics of the per capita consumption of yogurt and fermented milk in Kenya in the last 5 years

Value and dynamics of the per capita consumption of yogurt and fermented milk in Kenya in the last 5 years

Balance between domestic supply and domestic demand on the yogurt and fermented milk market in Kenya in the last 5 years and forecast for the next 5 years, in volume terms

Balance between domestic supply and domestic demand on the yogurt and fermented milk market in Kenya in the last 5 years and forecast for the next 5 years, in value terms

Forecast for the total supply of yogurt and fermented milk in Kenya for the next 5 years (under the framework of the base scenario), in volume and value terms

Forecast for the total supply of yogurt and fermented milk in Kenya for the next 5 years (under the framework of the pessimistic scenario), in volume and value terms

Forecast for the total supply of yogurt and fermented milk in Kenya for the next 5 years (under the framework of the optimistic scenario), in volume and value terms

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