

Kenya Instant Coffee Market - Forecasts from 2020 to 2025

<https://marketpublishers.com/r/K422D6941FAEEN.html>

Date: June 2020

Pages: 63

Price: US\$ 2,850.00 (Single User License)

ID: K422D6941FAEEN

Abstracts

Kenya instant coffee market is projected to grow at a CAGR of 8.89% over the forecast period to reach a market size of US\$61.320 million in 2025.

According to the statistics that have been provided in the Kenya Coffee Annual Report 2107 by the Global Agricultural Information Network of the USDA Foreign Agricultural Service under the Food and Agricultural Organization (FAO) the consumption of different types of coffee was lower in the country of Kenya. This is attributable to the fact that owing to the fact that the disposable income of a majority of the individuals is not so high that they can purchase and consume premium beverages such as Coffee. The beverage of preference for this chunk of the population is Tea. However, only some of the individuals among the middle income and high-income groups only consume coffee in the region. Additionally, there are coffee shops present in the malls and a decent number of imported products that are available in the market to cater to consumers. However, a growing trend has been observed in which the coffee, more particularly instant coffee, is substituting the consumption of tea in the hot drinks sector, and thus, the market is projected to grow significantly in the forecast period.

Product Offerings by the market players in the Kenyan Instant Coffee Market

The offering of better and advanced varieties of instant coffee with enhanced flavor and aromas among others by existing and new players in different markets is estimated to lead to increased adoption and propel the market growth further over the forecast period.

Dormans Coffee Ltd., which is considered to be a famous brand for different types of coffee in Kenya is based in Nairobi and is involved in the manufacture and sale of

coffee product. It offer instant coffee products such as “Dormans Granulated Instant Coffee”, “Dormans Fine Instant Coffee” and “Dormans Decaf Instant Coffee”. The Granulated Instant Coffee is available in a coarser form in order to provide a thicker texture and a bitterness to the coffee, which is preferred by some of the consumers. The Fine Instant Coffee is the finer version of the product that is easier to dissolve in water and suitable to consume as a hot beverage and the Decaf Instant Coffee is for consumers who are not able to consume caffeine in their drinks. All of these products are available in tin cans of 100g and are also available as sticks.

Segmentation

By Type

Freeze-Dried Instant Coffee

Spray-Dried Instant Coffee

Others

By Distribution Channel

Offline

§ Foodservices

§ Retail

Supermarket/Hypermarket

Convenience Stores

Others

Online

By Province

Nairobi

Mombasa

Kisumu

Others

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