

Kenya Sugar Confectionery Market

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Abstracts

Kenya Sugar Confectionery Market Overview:

Sugar confectioneries are a range of sugarbased food items, which are commonly known as sweets and are generally consumed as snacks, such as, boiled sweets, marshmallows, toffees, and others. These food items are a part of the non-essential commodity; however, it is consumed by all income groups. The sugar confectionery products offer a wide range of variety, extending from individually wrapped sweets to sophisticated packaging for luxurious products.

In 2016, the Kenya sugar confectionery market was valued at \$42,960 thousands, and is expected to grow at a CAGR of 8.7% from 2017 to 2025 to reach \$93,220 thousands by 2025. Whereas, in terms of volume, the market stood at 39,902 tons, in 2016 and is expected to grow at a CAGR of 9.4% from 2017 to 2025 to reach 92,087 kilotons by 2025.

The Kenya sugar confectionery market is anticipated to witness a strong growth during the forecast period, this is attributed to rise in disposable income, which was approximately \$64.8 billion in 2016. In addition, continuous introduction of new products with innovative flavors & healthy ingredients gains high appeal from its broad consumer base. Moreover, the emerging gifting trend and growing retail market are expected to boost the demand for sugar confectioneries in the near future. However, increase in health awareness across the nation and surge in incidence of diabetes are projected to hamper the growth.

The Kenya sugar confectionery market is analyzed based on category and distribution channel. Based on category, the market is divided into boiled sweets, lollipops, caramels, toffees, jellies, gums, chews, mints, nougat, pastilles, liquorice, and others (medicated sweets and marshmallows). Based on distribution channel, the market is

analyzed across convenience stores, supermarkets & hypermarkets, specialty stores, and online platforms.

Market Dynamics

Drivers

Strong marketing campaigns

Shift of trend towards gifting confectionery items

Rise in disposable income of the middle-income group of consumers

Growth in retail market

Restraints

Volatile nature of raw material prices

Increase in awareness about health concerns and incidence of diabetes

Market Players

Some of the key players operating in this market are Mars, Inc., Mondelez International, Lotte Confectionery Company, Kenafric Industries Ltd., Perfetti Van Melle, Kenya Sweets Limited, HARIBO Dunhills (Pontefract) PLC, Nestle SA, Cadbury Kenya Ltd., Patco Industries Limited, and Kwaliti Candies & Sweets Ltd.

KEY TAKEAWAYS

MARKET LANDSCAPE

By Category

Boiled Sweets

Lollipops

Caramels

Toffees

Jellies

Gums

Chews

Mints

Nougat

Pastilles

Liquorice

Others

By Distribution Channel

Convenience Stores

Supermarkets & Hypermarkets

Specialty Stores

Online Platforms

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