

Alcoholic Beverages Market in Kenya 2021

<https://marketpublishers.com/r/AD965F43DE98EN.html>

Date: January 2022

Pages: 18

Price: US\$ 450.00 (Single User License)

ID: AD965F43DE98EN

Abstracts

Alcoholic beverages comprise a large group of beverages that contain varying amounts of alcohol. Alcoholic beverages produced on an industrial scale include beer, wine, cider, RTDs and distilled spirits. A study by StrategyHelix indicates that the alcoholic beverages market in Kenya is expected to increase by US\$ 2,871 million from 2021 to 2027, garnering a CAGR of 7.5% during the forecast period.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for alcoholic beverages. The Kenya alcoholic beverages market is segmented on the basis of product, package, and distribution channel. Based on product, the alcoholic beverages market in Kenya is categorized into beer, cider, spirits, wine, RTDs. On the basis of package, the alcoholic beverages market in Kenya has been segmented into metal, glass, others. By distribution channel, the alcoholic beverages market in Kenya has been segmented into discount & convenience stores, online platform, specialized stores, supermarkets & hypermarkets, others.

The competitive landscape of the market is highly consolidated and dominated by key players such as Diageo plc.

Report Scope

Product: beer, cider, spirits, wine, RTDs

Package: metal, glass, others

Distribution channel: discount & convenience stores, online platform, specialized stores, supermarkets & hypermarkets, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Kenya alcoholic beverages market

Identify regional strategies and strategic priorities on the basis of local data
Pinpoint growth sectors and trends for investment

Contents

PART 1. INTRODUCTION

Scope of the study
Study period
Geographical scope
Research methodology

PART 2. ALCOHOLIC BEVERAGES MARKET OVERVIEW

PART 3. MARKET BREAKDOWN BY PRODUCT

Beer
Cider
Spirits
Wine
RTDs

PART 4. MARKET BREAKDOWN BY PACKAGE

Metal
Glass
Others

PART 5. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL

Discount & convenience stores
Online platform
Specialized stores
Supermarkets & hypermarkets
Others

PART 6. KEY COMPANIES

Diageo plc
About StrategyHelix
Disclaimer

I would like to order

Product name: Alcoholic Beverages Market in Kenya 2021

Product link: <https://marketpublishers.com/r/AD965F43DE98EN.html>

Price: US\$ 450.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AD965F43DE98EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970