

Beer Market in Kenya 2021

<https://marketpublishers.com/r/B5C6E144F92AEN.html>

Date: April 2021

Pages: 33

Price: US\$ 450.00 (Single User License)

ID: B5C6E144F92AEN

Abstracts

Beer is one of the most widely consumed alcoholic drinks in the world, and the third most popular drink overall after water and tea. Beer is made by fermenting cereals, most often from barley malt, but also from wheat, corn and rice. Through the process of digestion, the fermentation of starch sugars in unfermented alcohol produces ethanol and carbonization which gives beer. The beer market in Kenya in terms of revenue is set to grow by US\$ 661 million during 2021-2027, growing at a compound annual growth rate (CAGR) of 3.8% during the forecast period, according to data and analytics company StrategyHelix.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value and volume for beer. The Kenya beer market is segmented on the basis of product, distribution channel. By product, it is categorized into dark beer, lager, non/low alcohol beer, and stout. By distribution channel, the beer market is divided into hypermarkets & supermarkets, food and beverage specialty stores, online retailing, and others.

The report has profiled some of the key players of the market such as Diageo plc.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the beer market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

Report Scope

Product: dark beer, lager, non/low alcohol beer, and stout

Distribution channel: hypermarkets & supermarkets, food and beverage specialty stores, online retailing, and others

Years Considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Kenya beer market

Pinpoint growth sectors and trends for investment

Understand what the future of the beer market in Kenya looks like

Identify the competitive landscape and window of opportunity

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