

Coffee Market in Kenya 2021

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Abstracts

Coffee is a beverage brewed from the roasted and ground seeds of the tropical evergreen coffee plants of African origin. Coffee contains caffeine, a stimulant that has been shown to increase energy levels and decrease fatigue by altering levels of certain neurotransmitters in the brain. According to StrategyHelix, the coffee market in Kenya is anticipated to expand positively at a CAGR of 7.6% during the forecast period (2021-2027).

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 coffee. The Kenya coffee market is segmented on the basis of product, and distribution channel. Based on product, the coffee market in Kenya is categorized into ground coffee, instant coffee, whole bean. In Kenya, the ground coffee segment made up the largest share of the coffee market. On the basis of distribution channel, the coffee market in Kenya has been segmented into grocery stores, online retailing, supermarkets & hypermarkets, others.

The Kenya coffee market is highly competitive. The report also includes the profiles of leading companies such as Nestle S.A., C. Dorman Ltd., Sasini Tea & Coffee Ltd., Afri Tea and Coffee Blenders (1963) Ltd., Nairobi Java House, Food Empire Holdings Ltd., GIBSONS COFFEE LIMITED.

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

Report Scope

Product: ground coffee, instant coffee, whole bean

Distribution channel: grocery stores, online retailing, supermarkets & hypermarkets, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Kenya coffee market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Whole bean

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Grocery stores
Online retailing
Supermarkets & hypermarkets
Others

PART 5. KEY COMPANIES

Nestle S.A.
C. Dorman Ltd.
Sasini Tea & Coffee Ltd.
Afri Tea and Coffee Blenders (1963) Ltd.
Nairobi Java House
Food Empire Holdings Ltd.
GIBSONS COFFEE LIMITED
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