

Confectionery Market in Kenya 2021

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Abstracts

In terms of revenue, the confectionery market in Kenya is projected to grow at a compound annual growth rate (CAGR) of 6.3% over the analysis period of 2021 to 2027, according to data and analytics company StrategyHelix. Increasing availability of different varieties of candies and chocolates, rise in trend of gifting confectionery, and rising disposable income are the key factors driving market growth.

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 confectionery. The Kenya confectionery market is segmented on the basis of product, distribution channel. By product, it is categorized into chocolate confectionery, gum, and sugar confectionery. By distribution channel, the confectionery market is divided into hypermarkets & supermarkets, convenience stores, specialist retailers, online retailing, and others.

The report has profiled some of the key players of the market such as Kenafric Industries Limited, Mars Incorporated, Mondelez International Inc., Nestle S.A., Perfetti Van Melle Group B.V..

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

Report Scope

Product: chocolate confectionery, gum, and sugar confectionery

Distribution channel: hypermarkets & supermarkets, convenience stores, specialist retailers, 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 confectionery market

Pinpoint growth sectors and trends for investment

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

Identify the competitive landscape and window of opportunity

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