

Ice Cream Market in Kenya 2021

<https://marketpublishers.com/r/I46B0D058876EN.html>

Date: May 2021

Pages: 40

Price: US\$ 450.00 (Single User License)

ID: I46B0D058876EN

Abstracts

Ice cream is made from dairy products or dairy alternatives and is flavored with a sweetener, either sugar or an alternative, and a spice, such as cocoa or vanilla, or with fruit such as strawberries or peaches. In terms of revenue, the ice cream market in Kenya is projected to grow at a compound annual growth rate (CAGR) of 7.7% over the analysis period of 2021 to 2027, according to data and analytics company StrategyHelix. Growth in per capita disposable income, as well as increases in both per capita sugar and sweetener consumption and per capita dairy consumption 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 ice cream. The Kenya ice cream market is segmented on the basis of product, distribution channel. By product, it is categorized into impulse ice cream (single portion dairy ice cream, single portion water ice cream), take-home ice cream (take-home dairy ice cream, take-home water ice cream), frozen yoghurt, and others. The take-home ice cream segment held the largest market share in 2020. By distribution channel, the ice cream market is divided into convenience stores, supermarkets, hypermarkets, online retail, and others.

The report has profiled some of the key players of the market such as Kenya, Glaciers Products Limited, Mars Incorporated, Nestle S.A., Razco Ltd.

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

Report Scope

Product: impulse ice cream (single portion dairy ice cream, single portion water ice cream), take-home ice cream (take-home dairy ice cream, take-home water ice cream),

frozen yoghurt, and others

Distribution channel: convenience stores, supermarkets, hypermarkets, online retail, and others

Years Considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Kenya ice cream market

Pinpoint growth sectors and trends for investment

Understand what the future of the ice cream market in Kenya looks like

Identify the competitive landscape and window of opportunity

Contents

1. MARKET DEFINITION

2. RESEARCH METHODOLOGY

3. MARKET DATA & OUTLOOK

3.1 Market Value

3.2 Market Value Forecast

4. ICE CREAM MARKET BY PRODUCT

4.1 Impulse Ice Cream (Single Portion Dairy Ice Cream, Single Portion Water Ice Cream)

4.2 Take-Home Ice Cream (Take-Home Dairy Ice Cream, Take-Home Water Ice Cream)

4.3 Frozen Yoghurt

4.4 Others

5. ICE CREAM MARKET BY DISTRIBUTION CHANNEL

5.1 Convenience Stores

5.2 Supermarkets

5.3 Hypermarkets

5.4 Online Retail

5.5 Others

6. COMPANY PROFILES

6.1 Kenya

6.2 Glaciers Products Limited

6.3 Mars, Incorporated

6.4 Nestle S.A.

6.5 Razco Ltd

7. APPENDIX

7.1 About StrategyHelix

7.2 Disclaimer

I would like to order

Product name: Ice Cream Market in Kenya 2021

Product link: <https://marketpublishers.com/r/l46B0D058876EN.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/l46B0D058876EN.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