

Milk Market in Kenya 2021

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Abstracts

The milk market in Kenya in terms of revenue is set to grow by US\$ 1 billion during 2021-2027, growing at a compound annual growth rate (CAGR) of 7.1% during the forecast period, according to data and analytics company StrategyHelix. Rising health awareness among consumers, economic growth and the increasing 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 milk. The Kenya milk market is segmented on the basis of product, distribution channel. By product, it is categorized into flavored milk, fresh milk, milk alternatives, powdered milk, and shelf-stable milk. By distribution channel, the milk market is divided into hypermarkets & supermarkets, grocery stores, online retailing, and others.

The report has profiled some of the key players of the market such as Brookside Dairy Limited, Nestle S.A., New Kenya Co-operative Creameries Ltd (New KCC), Promasidor (South Africa) (Pty) Ltd., Royal FrieslandCampina N.V., Sameer Agriculture & Livestock Ltd. (SALL).

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

Report Scope

Product: flavored milk, fresh milk, milk alternatives, powdered milk, and shelf-stable milk

Distribution channel: hypermarkets & supermarkets, grocery 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 milk market

Pinpoint growth sectors and trends for investment

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

Identify the competitive landscape and window of opportunity

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