

Tea Market in Kenya 2022

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Abstracts

Tea is an aromatic beverage prepared by pouring hot or boiling water over cured or fresh leaves of *Camellia sinensis*. Traditional teas originating from the *Camellia sinensis* plant include black, white, green, yellow, oolong, and yerba mate, all of which contain caffeine. According to StrategyHelix, the tea market in Kenya is expected to increase at a CAGR of 7.8% till 2028.

The report provides up-to-date market size data for period 2018-2021 and forecast to 2028 covering key market aspects like sales value for tea. The Kenya tea market is segmented on the basis of product, and distribution channel. Based on product, the tea market in Kenya is categorized into black tea, fruit & herbal tea, green tea, instant tea, others. On the basis of distribution channel, the tea market in Kenya has been segmented into supermarkets & hypermarkets, grocery stores, online retailing, specialized stores, others.

The prominent players operating in the Kenya tea market include Kenya Tea Development Agency Ltd, Karirana Estates Limited, Unilever PLC, Gold Crown Beverages (K) Ltd., Sasini Tea & Coffee Ltd.

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

Report Scope

Product: black tea, fruit & herbal tea, green tea, instant tea, others

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

Years considered: this report covers the period 2018 to 2028

Key Benefits for Stakeholders

Get a comprehensive picture of the Kenya tea market

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

Pinpoint growth sectors and trends for investment

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Kenya Tea Development Agency Ltd
Karirana Estates Limited
Unilever PLC
Gold Crown Beverages (K) Ltd.
Sasini Tea & Coffee Ltd.
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