

# Confectionary industry in Kenya: Business Report 2025

<https://marketpublishers.com/r/C26D68058C4EN.html>

Date: May 2025

Pages: 50

Price: US\$ 1,160.00 (Single User License)

ID: C26D68058C4EN

## Abstracts

This report is a comprehensive research of confectionary industry in Kenya.

The first two chapters of the report feature the country profile by giving general information on Kenya and by thoroughly studying its economic state, (including key macroeconomic indicators and their development trends). The third chapter covers common business procedures in the country: from starting a project to closing a business. This chapter elucidates the country's fiscal system, existing labour practices, property rights regulation peculiarities and other issues vital for running business in this country.

Further, the report analyses confectionary industry in the country by identifying key market players, (including major producers, traders, etc), as well by evaluating foreign economic relations within the sector in the recent three years. An important part of the report is Porter Five Forces analysis that surveys an industry through five major questions (What composes a threat of substitute products and services? Is there a threat of new competitors entering the market? What is the intensity of competitive rivalry? How big is the bargaining power of buyers? How significant is the bargaining power of suppliers?).

Related news bulletins update and add the finishing touch to an overview of economic situation in Kenya.

The aim of this study is to provide a tool which will assist strategy group and the management team specialists in making correct decisions as how to penetrate the Kenya market and how to catch the maximum commercial opportunities in dealing with business partners in this country.

## Contents

### **1. KENYA: COUNTRY PROFILE**

- 1.1. Geographical position
- 1.2. Historical background
- 1.3. Demography
- 1.4. Administrative divisions
- 1.5. Political situation
- 1.6. Economic situation
- 1.7. Foreign relations
- 1.8. Social environment and culture. Cultural differences and their impact on business negotiations

### **2. KENYA: FINANCIAL AND ECONOMIC PROFILE**

- 2.1. Country's Gross Domestic Product (GDP): historical trends and projection
- 2.2. Industrial production outlook
- 2.3. Kenya foreign trade
- 2.4. Current investment climate
- 2.5. Labor market overview. Current employment state
- 2.6. Ratings by major rating agencies

### **3. PECULIARITIES OF DOING BUSINESS IN KENYA**

- 3.1. Procedures for starting a business
- 3.2. Routine for building permits obtaining
- 3.3. Registration of ownership rights
- 3.4. Basic terms of providing business loans by banks
- 3.5. Measures for investments protection
- 3.6. Tax system
- 3.7. Foreign trade transactions
- 3.8. Debt collection
- 3.9. Business liquidation

### **4. KENYA CONFECTIONARY INDUSTRY OVERVIEW**

### **5. KENYA CONFECTIONARY INDUSTRY PORTER FIVE FORCES ANALYSIS**

## 6. KENYA ECONOMY NEWS AND ANALYSIS DIGEST

\*Please note that Confectionary industry in Kenya: Business Report 2025 is a half ready publication.

It only requires updating with the help of new data that are constantly retrieved from Publisher's databases and other sources. This updating process takes 3-5 business days after order is placed. Thus, our clients always obtain a revised and updated version of each report. Please also note that we do not charge for such an updating procedure. Business Analytic Center (BAC) has information for more than 25,000 different products available but it is impossible to have all reports updated immediately. That is why it takes 3-5 days to update a report after an order is received.

## I would like to order

Product name: Confectionary industry in Kenya: Business Report 2025

Product link: <https://marketpublishers.com/r/C26D68058C4EN.html>

Price: US\$ 1,160.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C26D68058C4EN.html>