



Drinking Milk Products in Kenya

September 2024

Table of Contents

Drinking Milk Products in Kenya - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Move to more formalised milk sales improves the category performance

Milk ATMS continue to threaten packaged milk sales

Taste and nutrition perceptions support fresh milk while more affluent consumers boost the demand for dairy only flavoured milk drinks

PROSPECTS AND OPPORTUNITIES

Increases in retail volume sales as price rises slow

Kenya Dairy Board aims to foster improvements in dairy

Health and wellness and milk safety to the fore

CATEGORY DATA

Table 1 - Sales of Drinking Milk Products by Category: Volume 2019-2024

Table 2 - Sales of Drinking Milk Products by Category: Value 2019-2024

Table 3 - Sales of Drinking Milk Products by Category: % Volume Growth 2019-2024

Table 4 - Sales of Drinking Milk Products by Category: % Value Growth 2019-2024

Table 5 - NBO Company Shares of Drinking Milk Products: % Value 2020-2024

Table 6 - LBN Brand Shares of Drinking Milk Products: % Value 2021-2024

Table 7 - Distribution of Drinking Milk Products by Format: % Value 2019-2024

Table 8 - Forecast Sales of Drinking Milk Products by Category: Volume 2024-2029

Table 9 - Forecast Sales of Drinking Milk Products by Category: Value 2024-2029

Table 10 - Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2024-2029

Table 11 - Forecast Sales of Drinking Milk Products by Category: % Value Growth 2024-2029

Dairy Products and Alternatives in Kenya - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 12 - Sales of Dairy Products and Alternatives by Category: Value 2019-2024

Table 13 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024

Table 14 - NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024

Table 15 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024

Table 16 - Penetration of Private Label by Category: % Value 2019-2024

Table 17 - Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024

Table 18 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029

Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/drinking-milk-products-in-kenya/report.