



Yoghurt and Sour Milk Products in Kenya

September 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Smaller packs and price promotions help to maintain demand
- Price rises and the offer of a quality local offer boost retail value sales
- Players respond to the consumer call for healthier options

PROSPECTS AND OPPORTUNITIES

- Positive outlook as product awareness and appreciation rise
- Strong growth potential for sour milk products
- Investments in technology to improve production efficiencies

CATEGORY DATA

- Table 1 - Sales of Yoghurt and Sour Milk Products by Category: Volume 2019-2024
- Table 2 - Sales of Yoghurt and Sour Milk Products by Category: Value 2019-2024
- Table 3 - Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2019-2024
- Table 5 - Sales of Flavoured Yoghurt by Flavour: Rankings 2019-2024
- Table 6 - NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2020-2024
- Table 7 - LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2021-2024
- Table 8 - Distribution of Yoghurt and Sour Milk Products by Format: % Value 2019-2024
- Table 9 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2024-2029
- Table 10 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2024-2029
- Table 11 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2024-2029
- Table 12 - Forecast Sales of Yoghurt and Sour 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 13 - Sales of Dairy Products and Alternatives by Category: Value 2019-2024
- Table 14 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024
- Table 15 - NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024
- Table 16 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024
- Table 17 - Penetration of Private Label by Category: % Value 2019-2024
- Table 18 - Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024
- Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029
- Table 20 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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