



Non-Grocery Retailers in Kenya

February 2023

Table of Contents

Non-Grocery Retailers in Kenya - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Mixed results for non-grocery retailers in 2022

Economic pressures limit the recovery of the channel

More players invest in e-commerce as demand grows

PROSPECTS AND OPPORTUNITIES

New shopping malls should help to drive growth

Infrastructure projects could make shopping trips easier

Players expected to focus on the digitalisation of their businesses

CHANNEL DATA

Table 1 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 2 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 3 - Non-Grocery Retailers GBO Company Shares: % Value 2018-2022

Table 4 - Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022

Table 5 - Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022

Table 6 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 7 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 8 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2022-2027

Table 9 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2022-2027

Table 10 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2022-2027

Table 11 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

Retail in Kenya - Industry Overview

EXECUTIVE SUMMARY

Retail in 2022: The big picture

Informal retail

What next for retail?

MARKET DATA

Table 12 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 13 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 14 - Sales in Retail Offline by Channel: Value 2017-2022

Table 15 - Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 16 - Retail Offline Outlets by Channel: Units 2017-2022

Table 17 - Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 18 - Retail GBO Company Shares: % Value 2018-2022

Table 19 - Retail GBN Brand Shares: % Value 2019-2022

Table 20 - Retail Offline GBO Company Shares: % Value 2018-2022

Table 21 - Retail Offline GBN Brand Shares: % Value 2019-2022

Table 22 - Retail Offline LBN Brand Shares: Outlets 2019-2022

Table 23 - Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 24 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 25 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027

Table 26 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027

Table 27 - Forecast Sales in Retail Offline by Channel: Value 2022-2027

Table 28 - Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

Table 29 - Forecast Retail Offline Outlets by Channel: Units 2022-2027

Table 30 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

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/non-grocery-retailers-in-kenya/report.