

# Retail E-Commerce in Kenya

February 2023

Table of Contents

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

New products and payment service providers opening retail e-commerce up to a wider audience

Retail e-commerce benefiting from investment in ICT alongside rising smartphone penetration

Improving last-mile delivery remains a key focus of online retailers

### PROSPECTS AND OPPORTUNITIES

Increasing smartphone penetration spells good news for retail e-commerce

E-commerce has a bright outlook despite challenges

Kenya's Digital Masterplan should help improve education and awareness

### CHANNEL DATA

Table 1 - Retail E-Commerce by Product: Value 2017-2022

Table 2 - Retail E-Commerce by Product: % Value Growth 2017-2022

Table 3 - Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 4 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 5 - Forecast Retail E-Commerce by Product: Value 2022-2027

Table 6 - Forecast Retail E-Commerce by Product: % Value 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 7 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 9 - Sales in Retail Offline by Channel: Value 2017-2022

Table 10 - Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 11 - Retail Offline Outlets by Channel: Units 2017-2022

Table 12 - Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 13 - Retail GBO Company Shares: % Value 2018-2022

Table 14 - Retail GBN Brand Shares: % Value 2019-2022

Table 15 - Retail Offline GBO Company Shares: % Value 2018-2022

Table 16 - Retail Offline GBN Brand Shares: % Value 2019-2022

Table 17 - Retail Offline LBN Brand Shares: Outlets 2019-2022

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

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

Table 20 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027

Table 21 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027

Table 22 - Forecast Sales in Retail Offline by Channel: Value 2022-2027

Table 23 - Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

Table 24 - Forecast Retail Offline Outlets by Channel: Units 2022-2027

Table 25 - 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/retail-e-commerce-in-kenya/report](http://www.euromonitor.com/retail-e-commerce-in-kenya/report).