KANTAR

Current market realities and consumer outlook for 2024 in Kenya

Consumers response to the changing FMCG landscape?



Worldpanel Division, Kantar

Agenda

01 Current context impact on Shopping behavior?

02 Is Impact seen across sectors?

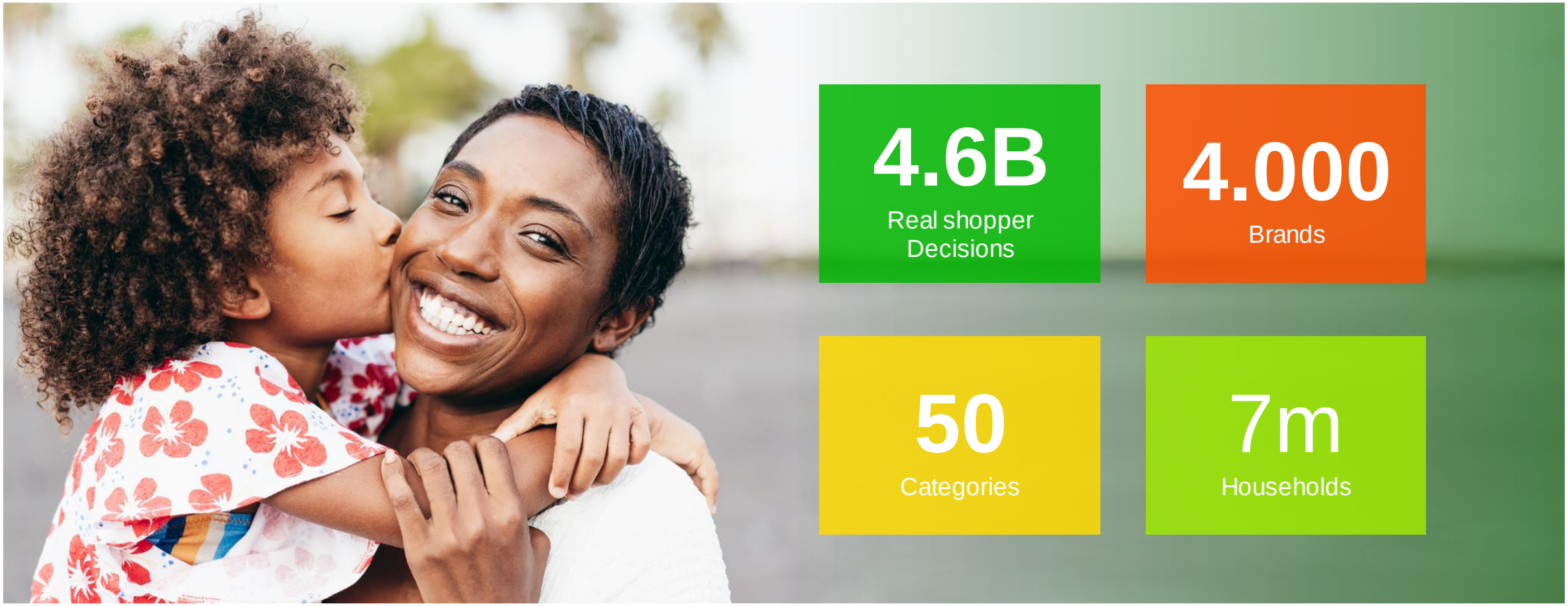
03 Who is most impacted?

04 Which channel is of growing importance for their shopping?

05 Conclusion and actions for 2024



Our Approach



Categories we track

FOOD

- Breakfast Cereals
- Butter and Margarine
- Savoury
- Edible Oil
- Pasta
- Noodles, salty snacks
- Flour (Wheat, Porridge, Maize, Corn)
- Sweet spread (Jam, Peanut butter, Mayonnaise)
- Pastries (Bread, Buns, Scones, Rolls, Doughnuts)
- Sweet bakers (Biscuits, Cakes)
- Sugar Confections(Sweets, Gums)

BEVERAGE AND DAIRY

- CSDs and Energy drinks
- Coffee
- Juice
- Cocoa beverages
- Bottled Water
- Fresh Milk
- Yogurt
- Mala
- Long-life UHT Milk
- Tea
- Alcohol

PERSONAL CARE

- Deodorant
- Feminine Care
- Hair Conditioners
- Hair Styling
- Hair Treatment
- Hand & Body Lotion
- Petroleum Jelly
- Shampoo
- Toilet Soap
- Toothpaste
- Glycerine

HOME CARE

- Air Freshener
- Antiseptic Liquid
- Bleach
- Dishwash
- Fabric Softener
- Insecticides
- Laundry Bar Soap
- Laundry Detergent
- Scouring Powder
- Toilet Cleaner

以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要下载或阅读全文，请访问：https://d.book118.com/978022120062006056