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Drinking Milk Products in Kenya

September 2024

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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

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Dairy Products and Alternatives in Kenya - Industry Overview

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DISCLAIMER

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- Summary 1 - Research Sources

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