



Euromonitor  
International

# Yoghurt and Sour Milk Products in Kenya

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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

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Dairy Products and Alternatives in Kenya - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/yoghurt-and-sour-milk-products-in-kenya/report](http://www.euromonitor.com/yoghurt-and-sour-milk-products-in-kenya/report).