

Chocolate Confectionery in Kenya

July 2023

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Chocolate Confectionery in Kenya - Category analysis

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2023 DEVELOPMENTS

Modern grocery channels drive growth of chocolate confectionery
Younger consumers in particular enjoy chocolate confectionery
Mars aims to increase its distribution, but Cadbury maintains its lead

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Wider consumer base expected, as supermarkets set to see further expansion
Recently opened site will help Mars achieve its objectives
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