

# Grocery Retailers in Kenya

February 2023

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## Grocery Retailers in Kenya - Category analysis

## **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Leading players look to expand as Kenya looks to recover from the COVID-19 pandemic Strong competition from dukas stores forces some players out of the market

Grocer retailers look to expand into the digital landscape

## PROSPECTS AND OPPORTUNITIES

Modern grocery retailers expected to expand their reach into more areas

Competition likely to intensify as Naivas brings on board new investor

Traditional grocery retailers expected to modernise as competition grows

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