

# Ice Cream in Kenya

July 2023

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## Ice Cream in Kenya - Category analysis

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### 2023 DEVELOPMENTS

Impulse ice cream drives growth due to lower outlay

Leading player launches vegan ice cream, but markets it as dairy-free

Butter manufacturers move to ice cream, but high prices limit sales

## PROSPECTS AND OPPORTUNITIES

Higher prices and storage problems to drive sales from bulk to impulse ice cream Opportunities in retail set to be driven by rising popularity in foodservice Brands likely to reach more consumers due to retail expansion and improvement

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## **DISCLAIMER**

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