



KENYA



The country is a major trading hub catering to a region of **400 million people**

The largest economy in East Africa and the fastest growing retail sector in the continent



A total of **470,000 m²** of land are occupied by malls and proposed shopping complexes



In 2015 Kenya exceeded **\$300 million** worth of consumer-ready food imports



More than **40% of Kenyans** do their grocery shopping in formal retail outlets



Supermarkets are becoming the preferred channel as more outlets open in residential areas, resulting in **18% growth** in retail sector

Kenya's urban population to expand to **14.7 million people by 2020**, an increase of nearly 2.8 million from 2015



Kenya's retail sector **grew by 13%** in 2016 lifted by a rising consumer trend of bulk buying

The availability of quality products, branded items, and better prices is the second driver of the growth of this sector



Total retail is expected to **grow by 84% to US\$16 Billion in 2020** from the US\$9 Billion in 2015

* Source: QUARTZ Africa, Oxford Business Group