

## Industry

Industry in Kenya is made up of the manufacturing, construction and mining & quarrying. The manufacturing industry is the fastest growing industry contributing 14 % of GDP between the years 2009-2012; construction contributes 25% whereas mining has only 3%...

## Retail

According to a report published on 9<sup>th</sup> Nov 2015, Kenya is the second largest market for foreign investment in the retail market. 30% of Kenyans prefer to shop under retail shops, as compared to 60% in South Africa. Kenyans have developed a culture of having to shop everything under one roof. The leading retail markets are Nakumatt, Tuskys, Naivas and Uchumi supermarkets. These markets continue to expand in the region and across borders. Although this is so, 70% of Kenyans still shop in traditional shops such as table tops, kiosks and market stalls. This is because of convenience in terms of accessibility and close range to most homes. Retail outlets are mostly preferred by people with their own means of transport. Traditional outlets are expected to stay a while according to Nielsen Report. The retail industry has greatly been boosted by the robust economic growth contributing to high disposable incomes in addition to regional expansion...