



Eco-Friendly Packaging Innovations for Kenyan Coffee Farmers: A Market Penetration Study

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Abstract

Eco-friendly packaging innovations have gained significant attention in recent years due to their environmental benefits and potential market appeal. A mixed-methods approach was employed, including surveys among consumers and interviews with local retailers in selected regions of Kenya's highlands. Initial feedback suggests an 80% preference for eco-friendly packaging over traditional options, particularly among younger consumers who prioritise sustainability. Eco-friendly coffee packaging holds promise as a viable market solution for Kenyan farmers, warranting further investment and development. Investment in research to refine packaging designs and explore cost-effective production methods should be prioritised.

Keywords: *Kenya, Highlands, Sustainable Packaging, Green Business, Market Research, Ethnography, Sustainability Assessment*

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