



Euromonitor  
International

# Sauces, Dips and Condiments in Kenya

November 2025

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## Sauces, Dips and Condiments in Kenya - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Ketchup benefits from widening retail presence and urbanisation

#### INDUSTRY PERFORMANCE

Stock cubes and powders continue to thrive

Ketchup benefits from expansion of modern retail and popularity of fast food

#### WHAT'S NEXT?

Increasing product variety to fuel growth

Busy lifestyles and rise of foodservice will boost demand

Unilever sets the pace in technological innovation

#### COMPETITIVE LANDSCAPE

Unilever maintains its leadership, thanks to its adaptability

Kenafic Industries Ltd registers rapid growth

#### CHANNELS

Supermarkets remains the largest channel in sauces, dips and condiments

E-commerce sees fastest growth but fails to increase its share

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## Cooking Ingredients and Meals in Kenya - Industry Overview

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Inflationary pressures counterbalanced by growing demand for convenience

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Inflationary pressures hinder volume growth

Fast-paced lifestyles boost demand for convenience foods

Growing appetite for healthier and exotic options

#### WHAT'S NEXT?

Inflationary pressures will impact consumer spending

Increasingly busy lifestyles will drive demand for convenient meal solutions

Sustainability will shape the future of innovation

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Honey Care Africa achieves significant success

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sauces-dips-and-condiments-in-kenya/report](http://www.euromonitor.com/sauces-dips-and-condiments-in-kenya/report).