



**Euromonitor
International**

Savoury Snacks in Kenya

July 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Savoury Snacks Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Savoury Snacks

INDUSTRY PERFORMANCE

Savoury Snacks Record Strong Growth Despite Economic Pressures

Affordability Keeps Savoury Snacks within Reach

Chart 2 - Krackles Drives Affordable Snacking

Bold Flavours Drive Product Differentiation

Chart 3 - Tropical Heat Chilli Lemon Potato Crisps

Chart 4 - Value Sales 2021-2031

Chart 5 - Volume Sales 2021-2031

Chart 6 - Value Sales by Category 2026

WHAT'S NEXT?

Multipack Launches and Family Formats to Reshape Consumer Value Choices

Spicy Flavour Launches and Local Heritage Expected to Drive Taste Innovation

Healthier Snacking and Sustainable Packaging Set to Gain Momentum

Chart 7 - What's Next? for Savoury Snacks

Chart 8 - Forecast Value Sales 2021-2031

Chart 9 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Tropical Heat Strengthens Its Lead through Distribution and Innovation

Chart 10 - Company Shares 2026

Chart 11 - Brand Shares 2026

CHANNELS

Small Local Grocers Remain Dominant Despite Supermarket Expansion

Retail E-Commerce Gains Momentum through Improved Digital Access

Foodservice Broadens Consumption Occasions

Chart 12 - Retail Channels 2021-2026

PRODUCTS

Resealable Formats and Family Packs Open New Household Purchase Occasions

Baked Variants and Cleaner Ingredients Respond to a Health-Conscious Consumer Segment

Product Innovation Reshapes Competitive Dynamics and Builds Long-Term Brand Resilience

ECONOMIC CONTEXT

Chart 13 - Economic Context for Savoury Snacks

Chart 14 - Real Gdp Growth 2021-2031

Chart 15 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 16 - Consumer Context for Savoury Snacks

Chart 17 - Population 2021-2031

Chart 18 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Snacks Delivers Robust Growth Amid Rising Consumer Spending

Affordability Broadens Access to Snacks

Snacks Become Part of Everyday Eating Habits

Chart 20 - KitKat Chunky Duo

Chart 21 - Value Sales 2021-2031

Chart 22 - Value Sales by Category 2026

WHAT'S NEXT?

Local Players Set to Strengthen Affordability to Support Everyday Consumption

Affordable Formats and Convenience Expected to Drive Future Growth

Flavour Innovation and Esg to Reshape Competitive Landscape

Chart 23 - Analyst Insight for Snacks

Chart 24 - Forecast Value Sales 2021-2031

Chart 25 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Dairyland Maintains Leadership Despite Continued Fragmentation

Chart 26 - Company Shares 2026

Chart 27 - Brand Shares 2026

CHANNELS

Supermarkets Reinforce Leadership through Value and Convenience

E-Commerce Gains Momentum as Digital Access Improves

Chart 28 - Retail Channels 2021-2026

PRODUCTS

Flavour Complexity and Functional Narratives Push Product Development Forward

Hybrid and Expanded Formats Redefine What Snacks Are Expected to Deliver

Product Innovation Reshapes Competitive Dynamics and Long-Term Commercial Performance

ECONOMIC CONTEXT

Chart 29 - Economic Context for Snacks

Chart 30 - Real Gdp Growth 2021-2031

Chart 31 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 32 - Consumer Context for Snacks

Chart 33 - Population 2021-2031

Chart 34 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/savoury-snacks-in-kenya/report.