



Euromonitor
International

Sweet Spreads in Kenya

November 2025

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Sweet Spreads in Kenya - Category analysis

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2025 DEVELOPMENTS

Expanding mid-income group fuels growth

INDUSTRY PERFORMANCE

Sweet spreads benefit from robust demand

Jams and preserves are key growth driver

WHAT'S NEXT?

Expansion of modern retail will drive overall sales, but chocolate spreads will remain niche

Healthier options set to drive product development

Sustainable plant-based sweet spreads could gain traction

COMPETITIVE LANDSCAPE

Premier Foods Plc dominates sales with Peptang brand

Honey Care Africa leads growth

CHANNELS

Small local grocers dominate retail distribution

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Inflationary pressures counterbalanced by growing demand for convenience

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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

COMPETITIVE LANDSCAPE

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Honey Care Africa achieves significant success

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