



Euromonitor
International

Dairy Products and Alternatives in Kenya

October 2026

Table of Contents

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Dairy Products and Alternatives

INDUSTRY PERFORMANCE

Dairy Products and Alternatives Grows as Drinking Milk and Local Sourcing Sustain Demand

Chart 2 - New Kcc Milk Gains Ground Amid Rising Prices

Everyday Wellness Drives Dynamic Growth as Local Brands Strengthen Domestic Market Share

Dairy Pricing Pressures Reshape Consumer Behaviour as Value-Driven Consumption Dominates

Chart 3 - Value Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Dairy Products and Alternatives Forecast Growth as Innovation and Urbanisation Drive Demand

Chart 5 - Analyst Insight for Dairy Products and Alternatives

Health Consciousness and Sustainability to Drive Demand for Organic and Free-From Dairy

Affordability Pressures to Balance Innovation-Driven Growth as Inflation Reshapes Dairy

Chart 6 - Forecast Value Sales 2021-2031

Chart 7 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

New Kcc Sustains Lead through Affordability and Government Backing

Chart 8 - Company Shares 2026

Chart 9 - Brand Shares 2026

CHANNELS

Supermarkets Accelerate Growth as Packaged Dairy Gains Popularity

Small Local Grocers Deepen Shopper Loyalty through Daily Convenience

Retail E-Commerce Adoption Limited by Cold Chain and Consumer Habits

Chart 10 - Retail Channels 2021-2026

PRODUCTS

New Kcc Widens Affordable Milk Range as Households Shift to Value

Chart 11 - Bio Food Launches Probiotic Yoghurt for Everyday Health

Bio Food Introduces Probiotic Yoghurt to Mainstream Wellness Demand

ECONOMIC CONTEXT

Chart 12 - Economic Context for Dairy Products and Alternatives

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Dairy Products and Alternatives

Chart 16 - Population 2021-2031

Chart 17 - Population by Generation 2026

Chart 18 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

Baby Food in Kenya

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Baby Food Summary

INDUSTRY PERFORMANCE

Inflation and Urban Demand Contribute to Baby Food's Value Gains in Kenya

Chart 19 - Nutricia Kenya Introduces Stage-Specific Milk Formula Brands

Milk Formula and Fortified Cereals Capture Growth as Stage-Based Launches Reshape Offerings

Chart 20 - Nestlé Kenya Launches Fortified Cerelac with Probiotics for Infant Wellness

Chart 21 - Value Sales 2021-2031

Chart 22 - Value Sales by Category 2026

WHAT'S NEXT?

Working Mothers to Drive Dried Baby Food Ahead as Vat Limits Formula Affordability

Organic and Convenience Options to Reshape Parental Choices Amid Rising Health Awareness

Chart 23 - Forecast Value Sales 2021-2031

Chart 24 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Nestlé Sustains Leadership by Leveraging Innovation and Trust

Chart 25 - Company Shares 2026

Chart 26 - Brand Shares 2026

CHANNELS

Supermarkets Expand as Working Families Seek Convenience

Small Local Grocers Retain Trust of Kenyan Parents for Baby Food

Consumer Habits and Logistics Keep Retail E-Commerce Marginal

Chart 27 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 28 - Economic Context for Baby Food

Chart 29 - Real Gdp Growth 2021-2031

Chart 30 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 31 - Consumer Context for Baby Food

Chart 32 - Population 2021-2031

Chart 33 - Population by Generation 2026

Chart 34 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

Butter and Spreads in Kenya

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Butter and Spreads Summary

INDUSTRY PERFORMANCE

Butter and Spreads in Kenya Grows as Inflation Drives Demand

Chart 35 - New Kcc Launches Affordable Butter Packs Amid Rising Costs

Margarine and Spreads Lead as Cooking Fats Drive Growth Amid Price Sensitivity

Brookside and New Kcc Drive Reformulation and Affordable Innovation

Chart 36 - Brookside Launches Low-Cholesterol Margarine for Health-Conscious Families

Chart 37 - Value Sales 2021-2031

Chart 38 - Value Sales by Category 2026

WHAT'S NEXT?

Manufacturers Will Adjust Pricing and Innovation to Counter Inflationary Pressures

Rising Prices Expected to Shift Demand From Cooking Fats to Natural Oils

Chart 39 - Forecast Value Sales 2021-2031

Chart 40 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Upfield Holdings Leverages Distribution Strength to Defend Lead

Chart 41 - Company Shares 2026

Chart 42 - Brand Shares 2026

CHANNELS

Supermarkets Lead as Small Local Grocers Leverages Trust and Accessibility

Retail E-Commerce Growth Remains Constrained by Habits and Infrastructure

Chart 43 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 44 - Economic Context for Butter and Spreads

Chart 45 - Real Gdp Growth 2021-2031

Chart 46 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 47 - Consumer Context for Butter and Spreads

Chart 48 - Population 2021-2031

Chart 49 - Population by Generation 2026

Chart 50 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

[Cheese in Kenya](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Cheese Summary

INDUSTRY PERFORMANCE

New Kcc Shifts to Smaller Packs as Households Seek Value

Chart 51 - New Kcc Introduces Smaller Cheese Packs to Counter Rising Costs

Hard Cheese Leads Value While Processed Cheese Accelerates

Chart 52 - Browns Food Launches Probiotic Cheese for Everyday Wellness

Browns Food Drives Functional Innovation as Wellness Rises

Chart 53 - Value Sales 2021-2031

Chart 54 - Value Sales by Category 2026

WHAT'S NEXT?

Carrefour Set to Expand Cheese Access as Pizza Chains Drive Demand

Hard Cheese to Retain Lead While Spreadable Cheese Drives Dynamic Growth

Raka Milk Looks Set to Leverage Dairy Investment to Unlock Local Supply

Chart 55 - Forecast Value Sales 2021-2031

Chart 56 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Brown'S Cheese Leverages Wellness Focus to Defend Premium Share

Chart 57 - Company Shares 2026

Chart 58 - Brand Shares 2026

CHANNELS

Supermarkets Lead by Capturing Household Spending

Small Local Grocers Sustain Loyalty through Daily Proximity

Retail E-Commerce Remains Marginal as Offline Habits Prevail

Chart 59 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 60 - Economic Context for Cheese

Chart 61 - Real Gdp Growth 2021-2031

Chart 62 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 63 - Consumer Context for Cheese

Chart 64 - Population 2021-2031

Chart 65 - Population by Generation 2026

Chart 66 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

[Drinking Milk Products in Kenya](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Drinking Milk Products Summary

INDUSTRY PERFORMANCE

New Kcc Adapts to Pricing Pressures and Shifts Consumer Habits

Chart 67 - New Kcc Milk Gains Ground Amid Rising Prices

Brookside Drives Wellness with Fortified Low-Fat Milk Innovation

Chart 68 - Brookside Launches Fortified Low-Fat Milk for Family Health

Chart 69 - Value Sales 2021-2031

Chart 70 - Value Sales by Category 2026

WHAT'S NEXT?

Drinking Milk Products to Grow as Smaller Packs Sustains Demand

Powder Milk to Retain Lead While Flavoured Milk Drinks Grows Fastest

Health, Wellness and Regulatory Improvements to Shape the Future

Chart 71 - Forecast Value Sales 2021-2031

Chart 72 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

New Kcc Leverages Broad Portfolio to Reinforce Consumer Reach

Chart 73 - Company Shares 2026

Chart 74 - Brand Shares 2026

CHANNELS

Small Local Grocers Lead as Everyday Routines and Affordability Sustain Loyalty
Supermarkets Accelerates Expansion as Shopping Habits Shift Gradually
Retail E-Commerce Struggles to Gain Traction Amid Structural Barriers
Chart 75 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 76 - Economic Context for Drinking Milk Products
Chart 77 - Real Gdp Growth 2021-2031
Chart 78 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 79 - Consumer Context for Drinking Milk Products
Chart 80 - Population 2021-2031
Chart 81 - Population by Generation 2026
Chart 82 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

Yoghurt and Sour Milk Products in Kenya

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Yoghurt and Sour Milk Products Summary

INDUSTRY PERFORMANCE

New Kcc Adapts Pack Sizes to Defend Share as Inflation Bites
Chart 83 - New Kcc Launches Affordable Yoghurt Packs
Bio Food Accelerates Wellness Trend with Probiotic Launches
Chart 84 - Bio Food Launches Probiotic Yoghurt for Everyday Health
Chart 85 - Value Sales 2021-2031
Chart 86 - Value Sales by Category 2026

WHAT'S NEXT?

Yoghurt and Sour Milk Products to Grow as Urbanisation and Affordability Drive Demand
Yoghurt to Retain Dominance While Sour Milk Products Emerge as Fastest Growing through 2031
Health and Wellness Innovation to Drive Growth as Affordability Remains Critical for Broad Reach
Chart 87 - Forecast Value Sales 2021-2031
Chart 88 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Brookside Dairy Expands Share by Leveraging Distribution and Innovation
Chart 89 - Company Shares 2026
Chart 90 - Brand Shares 2026

CHANNELS

Small Local Grocers Maintain Trust and Reach for Daily Needs
Retail E-Commerce Expands Reach but Faces Structural Barriers
Supermarkets Gain Ground as Modern Retail Slowly Expands
Chart 91 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 92 - Economic Context for Yoghurt and Sour Milk Products
Chart 93 - Real Gdp Growth 2021-2031
Chart 94 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 95 - Consumer Context for Yoghurt and Sour Milk Products

Chart 96 - Population 2021-2031

Chart 97 - Population by Generation 2026

Chart 98 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

[Other Dairy in Kenya](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Other Dairy Summary

INDUSTRY PERFORMANCE

Other Dairy Grows as Price Sensitivity and Population Expansion Shape Demand

Chart 99 - Brookside Introduces Smaller Affordable Cream Packs

Cream Dominates as Brookside's Affordable Pack Sizes Consolidate Share

Bio Foods Drives Wellness-Led Innovation and Raises Quality Expectations

Chart 100 - Bio Foods Launches Premium Fresh Whipping Cream

Chart 101 - Value Sales 2021-2031

Chart 102 - Value Sales by Category 2026

WHAT'S NEXT?

High Prices and Low Awareness Expected to Limit Broad-Based Demand

Cream to Lead as Modern Retail Expansion Broadens the Consumer Base

Chilled Dairy to Expand as Rising Refrigeration Access Broadens the Consumer Base

Chart 103 - Forecast Value Sales 2021-2031

Chart 104 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Portcross Extends Lead as Imports and Wellness Brands Thrive

Chart 105 - Company Shares 2026

Chart 106 - Brand Shares 2026

CHANNELS

Supermarkets Emerges as the Leading Channel as Consumers Seek Reliability

Small Local Grocers Strengthen Daily Shopping Habits with Affordable Packs

Retail E-Commerce Faces Barriers as Shoppers Prioritise Product Inspection

Chart 107 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 108 - Economic Context for Other Dairy

Chart 109 - Real Gdp Growth 2021-2031

Chart 110 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 111 - Consumer Context for Other Dairy

Chart 112 - Population 2021-2031

Chart 113 - Population by Generation 2026

Chart 114 - Consumer Expenditure 2021-2031

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/dairy-products-and-alternatives-in-kenya/report.