



Euromonitor
International

Cooking Ingredients and Meals in Kenya

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Cooking Ingredients and Meals in Kenya

EXECUTIVE SUMMARY

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

COMPETITIVE LANDSCAPE

Bidco Africa leads sales

Honey Care Africa achieves significant success

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Small local grocers continues to dominate sales

Forecourt retailers and e-commerce offer greater convenience

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WHAT'S NEXT?

Healthy eating trend will likely support volume gains

Growing focus on functional benefits

Producers to adopt sustainable agricultural practices

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Bidco Africa Ltd dominates edible oils, thanks to its wide product portfolio

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INDUSTRY PERFORMANCE

Market remains underdeveloped due to strength of home cooking

Dry soup will see fastest growth

WHAT'S NEXT?

Lifestyle changes will help to support modest growth

Expected development of functional soups

Producers will promote environmentally-friendly practices

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Increasing product variety to fuel growth

Busy lifestyles and rise of foodservice will boost demand

Unilever sets the pace in technological innovation

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Unilever maintains its leadership, thanks to its adaptability

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