

Meals and Soups in Kenya

November 2023

Table of Contents

Meals and Soups in Kenya - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for soup is still limited to urban consumers within Kenya
Changing consumer lifestyles and urbanisation spurs the demand for ready meals
The ease and convenience of e-commerce leads to increased share

PROSPECTS AND OPPORTUNITIES

Convenience of shelf stable soup boosts volume sales
A growing middle-class to drive sales across the forecast period
Increasing health consciousness to support the volume growth of soup

CATEGORY DATA

Table 1 - Sales of Meals and Soups by Category: Volume 2018-2023
Table 2 - Sales of Meals and Soups by Category: Value 2018-2023
Table 3 - Sales of Meals and Soups by Category: % Volume Growth 2018-2023
Table 4 - Sales of Meals and Soups by Category: % Value Growth 2018-2023
Table 5 - Sales of Chilled Ready Meals by Ethnicity: % Value 2018-2023
Table 6 - Sales of Frozen Ready Meals by Ethnicity: % Value 2018-2023
Table 7 - Sales of Soup by Leading Flavours: Rankings 2018-2023
Table 8 - NBO Company Shares of Meals and Soups: % Value 2019-2023
Table 9 - LBN Brand Shares of Meals and Soups: % Value 2020-2023
Table 10 - Distribution of Meals and Soups by Format: % Value 2018-2023
Table 11 - Forecast Sales of Meals and Soups by Category: Volume 2023-2028
Table 12 - Forecast Sales of Meals and Soups by Category: Value 2023-2028
Table 13 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2023-2028
Table 14 - Forecast Sales of Meals and Soups by Category: % Value Growth 2023-2028

Cooking Ingredients and Meals in Kenya - Industry Overview

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture
Key trends in 2023
Competitive landscape
Channel developments
What next for cooking ingredients and meals?

MARKET DATA

Table 15 - Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023
Table 16 - Sales of Cooking Ingredients and Meals by Category: Value 2018-2023
Table 17 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023
Table 18 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023
Table 19 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023
Table 20 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023
Table 21 - Penetration of Private Label by Category: % Value 2018-2023
Table 22 - Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023
Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028
Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028
Table 25 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028
Table 26 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/meals-and-soups-in-kenya/report.