

# Butter and Spreads in Kenya

September 2022

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### Butter and Spreads in Kenya - Category analysis

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#### 2022 DEVELOPMENTS

Manufacturers focus on new launches to meet rising demand for healthier butter Shift away from products high in saturated fat due to concerns around cholesterol Blue Band shifts to healthier plant-based spreads

#### PROSPECTS AND OPPORTUNITIES

Smaller, more affordable packs to become a greater focus for category players Upfield Holdings BV set to maintain its leading position via the Blue Band brand Demand for butter set to be driven mainly by middle-class consumers

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