

Snacks in Kenya

Market Direction | 2022-07-25 | 60 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

Retail constant value sales of snacks rose for the second year in a row during 2022, surpassing their pre-pandemic peak, supported by an expanding population and urbanisation. Amid mounting inflationary pressure, an acceleration in unit price growth meant that retail constant value sales generally expanded at a much faster rate than retail volume sales. Obesity is growing public health issue in Kenya, and a rising level of health consciousness among local consumers weighed on demand growth - par...

Euromonitor International's Snacks in Kenya report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Snacks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Snacks in Kenya
Euromonitor International
July 2022

List Of Contents And Tables

SNACKS IN KENYA

EXECUTIVE SUMMARY

Snacks in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2017-2022

Table 2 Sales of Snacks by Category: Value 2017-2022

Table 3 Sales of Snacks by Category: % Volume Growth 2017-2022

Table 4 Sales of Snacks by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Snacks: % Value 2018-2022

Table 6 LBN Brand Shares of Snacks: % Value 2019-2022

Table 7 Distribution of Snacks by Format: % Value 2017-2022

Table 8 Forecast Sales of Snacks by Category: Volume 2022-2027

Table 9 Forecast Sales of Snacks by Category: Value 2022-2027

Table 10 □Forecast Sales of Snacks by Category: % Volume Growth 2022-2027

Table 11 □Forecast Sales of Snacks by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

CHOCOLATE CONFECTIONERY IN KENYA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Health tax pushes up unit pricing

Younger consumers drive growth

Most older consumers do not have a sweet tooth

PROSPECTS AND OPPORTUNITIES

Chocolate confectionery will remain unaffordable to many low-income consumers

Health-conscious middle-income consumers will drive strong growth in demand for dark chocolate

Companies venturing into new product developments to attract more consumers

CATEGORY DATA

Table 12 Sales of Chocolate Confectionery by Category: Volume 2017-2022

Table 13 Sales of Chocolate Confectionery by Category: Value 2017-2022

Table 14 Sales of Chocolate Confectionery by Category: % Volume Growth 2017-2022

Table 15 Sales of Chocolate Confectionery by Category: % Value Growth 2017-2022

Table 16 Sales of Chocolate Tablets by Type: % Value 2017-2022

Table 17 NBO Company Shares of Chocolate Confectionery: % Value 2018-2022

Table 18 LBN Brand Shares of Chocolate Confectionery: % Value 2019-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 19 Distribution of Chocolate Confectionery by Format: % Value 2017-2022
Table 20 Forecast Sales of Chocolate Confectionery by Category: Volume 2022-2027
Table 21 □Forecast Sales of Chocolate Confectionery by Category: Value 2022-2027
Table 22 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2022-2027
Table 23 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2022-2027

GUM IN KENYA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers turn to functional gum
Kenafric launches activated charcoal chewing gum
PK brand leads the market as Big Gum gains traction among 'Khat' chewers

PROSPECTS AND OPPORTUNITIES

Increased health consciousness among parents will weigh on demand for bubble gum
Deepening health and wellness trend will boost demand for sugar-free chewing gum
Growing demand for khat is set to push category growth

CATEGORY DATA

Table 24 Sales of Gum by Category: Volume 2017-2022
Table 25 Sales of Gum by Category: Value 2017-2022
Table 26 Sales of Gum by Category: % Volume Growth 2017-2022
Table 27 Sales of Gum by Category: % Value Growth 2017-2022
Table 28 NBO Company Shares of Gum: % Value 2018-2022
Table 29 LBN Brand Shares of Gum: % Value 2019-2022
Table 30 Distribution of Gum by Format: % Value 2017-2022
Table 31 Forecast Sales of Gum by Category: Volume 2022-2027
Table 32 Forecast Sales of Gum by Category: Value 2022-2027
Table 33 □Forecast Sales of Gum by Category: % Volume Growth 2022-2027
Table 34 □Forecast Sales of Gum by Category: % Value Growth 2022-2027

SUGAR CONFECTIONERY IN KENYA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Changing consumer lifestyles continue to limit category sales
The competitive landscape is gradually consolidating
International brands struggle to compete on price
PROSPECTS AND OPPORTUNITIES
More local consumers will seek to reduce their sugar consumption
New product developments will continue to drive the market growth
Retail modernisation will provide a growth opportunity for international brands

CATEGORY DATA

Table 35 Sales of Sugar Confectionery by Category: Volume 2017-2022
Table 36 Sales of Sugar Confectionery by Category: Value 2017-2022
Table 37 Sales of Sugar Confectionery by Category: % Volume Growth 2017-2022
Table 38 Sales of Sugar Confectionery by Category: % Value Growth 2017-2022
Table 39 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2017-2022
Table 40 NBO Company Shares of Sugar Confectionery: % Value 2018-2022
Table 41 LBN Brand Shares of Sugar Confectionery: % Value 2019-2022
Table 42 Distribution of Sugar Confectionery by Format: % Value 2017-2022
Table 43 Forecast Sales of Sugar Confectionery by Category: Volume 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 44 □Forecast Sales of Sugar Confectionery by Category: Value 2022-2027

Table 45 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2022-2027

Table 46 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2022-2027

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN KENYA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Reduced-sugar and sugar-free sweet biscuits increasingly in demand

Affordability and wide distribution underpin Manji Foods' leadership

Fruit snacks and snack bars are emerging categories

PROSPECTS AND OPPORTUNITIES

Cookies will replace plain biscuits as Kenyans' biscuit of choice

E-commerce will grow in importance

Organic sweet biscuits will proliferate, but affordability will limit demand

CATEGORY DATA

Table 47 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2017-2022

Table 48 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2017-2022

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2017-2022

Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2017-2022

Table 51 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2018-2022

Table 52 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2022

Table 53 NBO Company Shares of Sweet Biscuits: % Value 2018-2022

Table 54 LBN Brand Shares of Sweet Biscuits: % Value 2019-2022

Table 55 Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2017-2022

Table 56 □Distribution of Sweet Biscuits by Format: % Value 2017-2022

Table 57 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2022-2027

Table 58 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2022-2027

Table 59 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2022-2027

Table 60 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2022-2027

ICE CREAM IN KENYA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Widening distribution drives strong growth in retail volume sales of impulse ice cream

Competitive pricing helps leader Glacier Products reinforce its leadership

Amid mounting inflationary pressure, promotional offers remain a key marketing tool

PROSPECTS AND OPPORTUNITIES

Widening distribution and increased affordability will drive robust demand growth

Foodservice expansions will expand product range and consumer base

Proliferation of supermarkets will make ice cream even more accessible

CATEGORY DATA

Table 61 Sales of Ice Cream by Category: Volume 2017-2022

Table 62 Sales of Ice Cream by Category: Value 2017-2022

Table 63 Sales of Ice Cream by Category: % Volume Growth 2017-2022

Table 64 Sales of Ice Cream by Category: % Value Growth 2017-2022

Table 65 NBO Company Shares of Ice Cream: % Value 2018-2022

Table 66 LBN Brand Shares of Ice Cream: % Value 2019-2022

Table 67 Distribution of Ice Cream by Format: % Value 2017-2022

Table 68 Forecast Sales of Ice Cream by Category: Volume 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 69 Forecast Sales of Ice Cream by Category: Value 2022-2027

Table 70 □Forecast Sales of Ice Cream by Category: % Volume Growth 2022-2027

Table 71 □Forecast Sales of Ice Cream by Category: % Value Growth 2022-2027

SAVOURY SNACKS IN KENYA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Potato chips remain the main growth driver

Cost advantage keeps local players in pole position

Tropical Heat remains the top economy brand while Pringles appeals to the middle classes

PROSPECTS AND OPPORTUNITIES

Potato chips will continue to outperform savoury biscuits

E-commerce will grow in importance

Health and wellness trend will result in some product reformulation

CATEGORY DATA

Summary 2 Other Savoury Snacks by Product Type: 2022

Table 72 Sales of Savoury Snacks by Category: Volume 2017-2022

Table 73 Sales of Savoury Snacks by Category: Value 2017-2022

Table 74 Sales of Savoury Snacks by Category: % Volume Growth 2017-2022

Table 75 Sales of Savoury Snacks by Category: % Value Growth 2017-2022

Table 76 NBO Company Shares of Savoury Snacks: % Value 2018-2022

Table 77 LBN Brand Shares of Savoury Snacks: % Value 2019-2022

Table 78 Distribution of Savoury Snacks by Format: % Value 2017-2022

Table 79 Forecast Sales of Savoury Snacks by Category: Volume 2022-2027

Table 80 Forecast Sales of Savoury Snacks by Category: Value 2022-2027

Table 81 □Forecast Sales of Savoury Snacks by Category: % Volume Growth 2022-2027

Table 82 □Forecast Sales of Savoury Snacks by Category: % Value Growth 2022-2027

Snacks in Kenya

Market Direction | 2022-07-25 | 60 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-09"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com