

## **Sweet Biscuits, Snack Bars and Fruit Snacks in Kenya**

Market Direction | 2022-07-25 | 20 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Retail volume sales of sweet biscuits, snack bars and fruit snacks rose for the first time in three years during 2022 but remained below their pre-pandemic level. Sweet biscuits dominate this category, with plain biscuits the most popular, followed by cookies, chocolate coated biscuits, filled biscuits and wafers.

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit 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: Fruit Snacks, Snack Bars, Sweet Biscuits.

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

Why buy this report?

- \* Get a detailed picture of the Sweet Biscuits, Snack Bars and Fruit 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](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Sweet Biscuits, Snack Bars and Fruit Snacks in Kenya

Euromonitor International

July 2022

List Of Contents And Tables

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

Table 2 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2017-2022

Table 3 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2017-2022

Table 4 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2018-2022

Table 6 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2022

Table 7 NBO Company Shares of Sweet Biscuits: % Value 2018-2022

Table 8 LBN Brand Shares of Sweet Biscuits: % Value 2019-2022

Table 9 Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2017-2022

Table 10 □Distribution of Sweet Biscuits by Format: % Value 2017-2022

Table 11 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2022-2027

Table 12 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2022-2027

Table 13 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2022-2027

Table 14 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2022-2027

### 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 15 Sales of Snacks by Category: Volume 2017-2022

Table 16 Sales of Snacks by Category: Value 2017-2022

Table 17 Sales of Snacks by Category: % Volume Growth 2017-2022

Table 18 Sales of Snacks by Category: % Value Growth 2017-2022

Table 19 NBO Company Shares of Snacks: % Value 2018-2022

Table 20 LBN Brand Shares of Snacks: % Value 2019-2022

Table 21 Distribution of Snacks by Format: % Value 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 22 Forecast Sales of Snacks by Category: Volume 2022-2027

Table 23 Forecast Sales of Snacks by Category: Value 2022-2027

Table 24 □Forecast Sales of Snacks by Category: % Volume Growth 2022-2027

Table 25 □Forecast Sales of Snacks by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Sweet Biscuits, Snack Bars and Fruit Snacks in Kenya

Market Direction | 2022-07-25 | 20 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	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		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="2025-05-06"/>
		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