

Edible Oils in Kenya

Market Direction | 2022-11-03 | 18 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

The price points of edible oils has increased rapidly in 2022, due to limited supply causing increased demand. Supply bottlenecks of sunflower oil, following Russia's invasion of Ukraine, and of palm oil, are two factors contributing to this dynamic. These increasing unit prices have resulted in very high double-digit current retail value sales; however, it has forced many consumers to reduce their purchases or stop using edible oil altogether, shifting to alternative products and methods.

Euromonitor International's Edible Oils 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: Corn Oil, Olive Oil, Other Edible Oil, Palm Oil, Rapeseed Oil, Soy Oil, Sunflower Oil.

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

Why buy this report?

- * Get a detailed picture of the Edible Oils 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:

Edible Oils in Kenya
Euromonitor International
November 2022

List Of Contents And Tables

EDIBLE OILS IN KENYA

KEY DATA FINDINGS

2022 DEVELOPMENTS

High oil prices lead consumers to shift to cheaper alternatives

Health conscious consumers boost current retail value sales of olive oil

The dollar shortage disrupts manufacturing in Kenya

PROSPECTS AND OPPORTUNITIES

E-commerce continues to gain traction among consumers

As consumers move toward boiled food, demand for edible oils declines

The high cost of living compromises consumers' brand loyalty

CATEGORY DATA

Table 1 Sales of Edible Oils by Category: Volume 2017-2022

Table 2 Sales of Edible Oils by Category: Value 2017-2022

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

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

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

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

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

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

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

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

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

COOKING INGREDIENTS AND MEALS IN KENYA

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

MARKET DATA

Table 12 Sales of Cooking Ingredients and Meals by Category: Volume 2017-2022

Table 13 Sales of Cooking Ingredients and Meals by Category: Value 2017-2022

Table 14 Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2017-2022

Table 15 Sales of Cooking Ingredients and Meals by Category: % Value Growth 2017-2022

Table 16 NBO Company Shares of Cooking Ingredients and Meals: % Value 2018-2022

Table 17 LBN Brand Shares of Cooking Ingredients and Meals: % Value 2019-2022

Table 18 Distribution of Cooking Ingredients and Meals by Format: % Value 2017-2022

Table 19 Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2022-2027

Table 20 Forecast Sales of Cooking Ingredients and Meals by Category: Value 2022-2027

Table 21 □Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

DISCLAIMER

SOURCES

Summary 1 Research Sources

Edible Oils in Kenya

Market Direction | 2022-11-03 | 18 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="2025-05-07"/>
		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