

Sweet Spreads in Kenya

Market Direction | 2022-11-03 | 17 pages | Euromonitor

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Report description:

Consumers are progressively becoming more health conscious, and as such, they are seeking spread options that complement a healthy lifestyle. A decline in the consumption of wheat and gluten-packed products, such as bread, typically used together with sweet spreads, further challenges growth. As such, there has been a shift from sweet spreads such as jams and preserves, toward natural spreads such as home-made peanut butter and honey.

Euromonitor International's Sweet Spreads 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: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based Spreads.

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 Spreads 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.

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The consumption of sweet spreads is skewed toward urban consumers

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