

Processed Fruit and Vegetables in Kenya

Market Direction | 2022-11-23 | 18 pages | Euromonitor

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Report description:

The war in Ukraine had led to an energy crisis, which in return is leading to high inflation. Added to that, a drought in Kenya is having a further effect on food security and livelihoods. As a result, though processed fruit and vegetables is expected to register an increase in current value sales, volume growth is expected to be minimal, with the mass consumer opting to buy fresh fruit and vegetables, which are widely available in outdoor markets throughout Kenya...

Euromonitor International's Processed Fruit and Vegetables 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: Frozen Processed Fruit and Vegetables, Shelf Stable Fruit and Vegetables.

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

Why buy this report?

- * Get a detailed picture of the Processed Fruit and Vegetables 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.

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Premier foods maintains market lead

Kenyans prefer fresh produce when it comes to fruits and vegetables

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