

Rice, Pasta and Noodles in Kenya

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

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Report description:

Rice, pasta and noodles is expected to register double-digit current value growth, though volume growth is expected to be more muted, though still healthy. Rice is the largest product in terms of volume sales and it is expected to benefit from huge price increase for maize meal, which is the key ingredient for ugali, a local delicacy and staple food. Drought has affected the maize crop and with maize yields down significantly and Kenya forced to import significant amounts of maize, prices have s...

Euromonitor International's Rice, Pasta and Noodles 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: Noodles, Pasta, Rice.

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

Why buy this report?

- * Get a detailed picture of the Rice, Pasta and Noodles 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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