

## **Staple Foods in Kenya**

Market Direction | 2022-11-23 | 53 pages | Euromonitor

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### **Report description:**

Staple foods is expected to register double-digit current value growth, though volume growth is expected to be more muted. The war in Ukraine had led to an energy crisis, which in return is leading to high inflation. However, the full impact of the global oil price rises and other commodity price rises on domestic prices has been cushioned by government subsidies, though this has come at a fiscal cost.

Euromonitor International's Staple Foods 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: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

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

Why buy this report?

- \* Get a detailed picture of the Staple Foods 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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reliable information resources to help drive informed strategic planning.

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