

## **Meals and Soups in Kenya**

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

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### **Report description:**

There has been a growing demand for soups among consumers in Kenya. The landscape has quickly become one of the few industries that have witnessed a surge in demand after the outbreak of COVID-19. However, there is an overall perception in the country that soup is to be eaten when one is sick and cannot consume solid foods.

Euromonitor International's Meals and Soups 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- \* Get a detailed picture of the Meals and Soups 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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Euromonitor International  
November 2022

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Demand for soup is still limited to urban consumers within Kenya  
Changing consumer lifestyles and urbanisation spurs the demand for ready meals  
The ease and convenience of e-commerce leads to increased share

#### PROSPECTS AND OPPORTUNITIES

The convenience of shelf stable soup boosts volume sales  
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