

## **Sweet Biscuits, Snack Bars and Fruit Snacks in Kenya**

Market Direction | 2023-07-20 | 20 pages | Euromonitor

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### **Report description:**

Sweet biscuits is the only category within sweet biscuits, snack bars and fruit snacks with notable sales. Plain biscuits are the most popular, followed by cookies, filled biscuits, chocolate coated biscuits, and wafers. Despite rising prices, retail volume sales are set to see growth in 2023, rising above the pre-pandemic level for the first time. Across the sweet biscuits category manufacturers have reduced pack sizes to accommodate for rising prices and continue to drive sales. For instance,...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks 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 2018-2022, 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 2027, clearly indicating how the market is expected to change.

Product coverage: Fruit Snacks, Snack Bars, Sweet Biscuits.

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 Biscuits, Snack Bars and Fruit Snacks 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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#### **2023 DEVELOPMENTS**

Volume growth is maintained despite rising prices, due to shrinkflation

Changing product range stocked in small local grocers

Local players continue to dominate, but Kenafric now has an Indian stakeholder

#### **PROSPECTS AND OPPORTUNITIES**

Steady growth, but price rises will push some consumers to broken down bulk packs

Fruit snacks and snack bars are emerging categories

Health concerns will lead to more lower sugar options

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