

Kenya Biscuits Market Research Report Forecast to 2030

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Market Overview

The Kenya biscuits market is a growing industry that has been witnessing significant growth in recent years. The demand for biscuits in Kenya is primarily driven by factors such as population growth, urbanization, changing consumer preferences, and increasing disposable income. The market is highly competitive, with numerous local and international players vying for a share of the market.

The COVID-19 pandemic has also impacted the market, leading to changes in production, supply chain, pricing, and consumer behavior. However, the market is expected to continue growing, driven by factors such as increasing population and urbanization, changing consumer preferences, and the introduction of new and innovative products. The market presents an opportunity for both local and international players to tap into the growing demand for biscuits in Kenya.

The Kenya Biscuits market was valued at USD 766.21 million in 2021 and expected to reach USD 1,204.01 million by 2030, registering a CAGR of 5.21% over the forecast duration 2022-2030.

The Kenya biscuits market is a rapidly growing industry that has been witnessing significant growth in recent years. The demand for biscuits in Kenya is primarily driven by factors such as population growth, urbanization, changing consumer preferences, and increasing disposable income.

Biscuits are one of the most popular snacks in Kenya, consumed by people of all ages and social classes. They are available in various forms, including cookies, crackers, cream biscuits, and savory biscuits, among others. The market is highly competitive, with numerous local and international players vying for a share of the market.

Market Segmentation

The market is segmented by type, claim, nature, flavor, flour, and distribution channel. The type segment is further divided into seasonal, sandwich/cream, crackers, cookies, healthy, and others. The claim segment is divided into standard and multi-claim. The nature segment is divided into organic and conventional. The flavor segment is divided into sweet, salty, and savory, while the flour segment is divided into all-purpose flour, whole wheat flour, white whole wheat flour, oats, and others. The distribution channel segment is divided into supermarkets & hypermarkets, convenience stores, specialty stores, online, and others.

Major Players

The key market players in the Kenya biscuits market are Mondelez International Inc., Nyanza Biscuits Limited, Manji Food

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Industries Limited, Kenafric, Britannia Industries, Golden Biscuits Limited, Nesfood Industries, Premier Cookies Limited, Sunveat Foods Ltd, Malbros Africa.

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