

Butter and Spreads in Kenya

Market Direction | 2023-09-28 | 16 pages | Euromonitor

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Report description:

Butter and spreads is expected to register double-digit current value growth, though volumes sales are expected to fall. While the economic outlook is improving, inflation still remains high and this is expected to dampen volume sales. In addition, the Kenyan shilling is depreciating against the dollar and this is making imports more expensive. Cooking fat remains the largest product in terms of volume sales, as it is the most affordable, though it is hit with significant price rises in 2023. As...

Euromonitor International's Butter and Spreads 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: Butter, Cooking Fats, Margarine and Spreads.

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

Why buy this report?

- * Get a detailed picture of the Butter and Spreads 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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