

Breakfast Cereals in Kenya

Market Direction | 2023-11-28 | 17 pages | Euromonitor

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Report description:

The value growth in breakfast cereals market is predominantly attributed to rising unit prices rather than a significant increase in consumption. The ongoing Ukraine war has instigated an energy crisis, leading to heightened inflation globally. This, coupled with a severe drought in Kenya, has impacted food security and livelihoods. Given that Russia and Ukraine are major exporters of wheat, the war has caused substantial cost increases for breakfast cereals worldwide. Despite these challenges,...

Euromonitor International's Breakfast Cereals 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: Hot Cereals, RTE Cereals.

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

Why buy this report?

- * Get a detailed picture of the Breakfast Cereals 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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