

Rice, Pasta and Noodles in Kenya

Market Direction | 2023-11-28 | 22 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

In Kenya, rice and instant noodle pouches are recording robust volume growth in 2023, driven by consumers prioritising essential groceries amid rising food prices. The rice, pasta and noodles category overall is witnessing double-digit current value growth. Rice, as the largest product by volume sales, is benefitting from the steep price increase in maize meal, a primary ingredient for ugali - a staple local dish. Drought conditions have adversely affected the maize crop, leading to reduced yield...

Euromonitor International's Rice, Pasta and Noodles 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: Noodles, Pasta, Rice.

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

Why buy this report?

- * Get a detailed picture of the Rice, Pasta and Noodles 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Rice, Pasta and Noodles in Kenya
Euromonitor International
November 2023

List Of Contents And Tables

RICE, PASTA AND NOODLES IN KENYA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers focus on essentials amid rising prices

Supermarkets as major growth driver

Indomie maintains overall leadership in 2023

PROSPECTS AND OPPORTUNITIES

Continued competition from unpackaged rice

Agricultural developments may bolster local production

Price sensitivity set to persist, while brown rice benefits from health trends

CATEGORY DATA

Table 1 Sales of Rice, Pasta and Noodles by Category: Volume 2018-2023

Table 2 Sales of Rice, Pasta and Noodles by Category: Value 2018-2023

Table 3 Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2018-2023

Table 4 Sales of Rice, Pasta and Noodles by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Rice, Pasta and Noodles: % Value 2019-2023

Table 6 LBN Brand Shares of Rice, Pasta and Noodles: % Value 2020-2023

Table 7 NBO Company Shares of Rice: % Value 2019-2023

Table 8 LBN Brand Shares of Rice: % Value 2020-2023

Table 9 NBO Company Shares of Pasta: % Value 2019-2023

Table 10 □LBN Brand Shares of Pasta: % Value 2020-2023

Table 11 □NBO Company Shares of Noodles: % Value 2019-2023

Table 12 □LBN Brand Shares of Noodles: % Value 2020-2023

Table 13 □Distribution of Rice, Pasta and Noodles by Format: % Value 2018-2023

Table 14 □Distribution of Rice by Format: % Value 2018-2023

Table 15 □Distribution of Pasta by Format: % Value 2018-2023

Table 16 □Distribution of Noodles by Format: % Value 2018-2023

Table 17 □Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2023-2028

Table 18 □Forecast Sales of Rice, Pasta and Noodles by Category: Value 2023-2028

Table 19 □Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2023-2028

Table 20 □Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2023-2028

STAPLE FOODS IN KENYA

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 21 Sales of Staple Foods by Category: Volume 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 22 Sales of Staple Foods by Category: Value 2018-2023
Table 23 Sales of Staple Foods by Category: % Volume Growth 2018-2023
Table 24 Sales of Staple Foods by Category: % Value Growth 2018-2023
Table 25 NBO Company Shares of Staple Foods: % Value 2019-2023
Table 26 LBN Brand Shares of Staple Foods: % Value 2020-2023
Table 27 Distribution of Staple Foods by Format: % Value 2018-2023
Table 28 Forecast Sales of Staple Foods by Category: Volume 2023-2028
Table 29 Forecast Sales of Staple Foods by Category: Value 2023-2028
Table 30 □Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028
Table 31 □Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Rice, Pasta and Noodles in Kenya

Market Direction | 2023-11-28 | 22 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-04"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com