

## **Snacks in Kenya**

Market Direction | 2024-07-09 | 61 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €2150.00
- Multiple User License (1 Site) €4300.00
- Multiple User License (Global) €6450.00

### **Report description:**

Snacks in Kenya is undergoing a period of significant transformation, driven by a confluence of factors including inflation, evolving consumer preferences, and emerging trends. Inflationary pressures have led to increased production costs, prompting industry players to adjust their pricing strategies to ensure profitability. Consumers are demonstrating a growing health consciousness, actively seeking out options with lower sugar content. This shift in preferences has spurred demand for healthier...

Euromonitor International's 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

- \* Get a detailed picture of the 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.

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](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Snacks in Kenya  
Euromonitor International  
July 2024

### List Of Contents And Tables

#### SNACKS IN KENYA

##### EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for snacks?

##### MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2019-2024

Table 2 Sales of Snacks by Category: Value 2019-2024

Table 3 Sales of Snacks by Category: % Volume Growth 2019-2024

Table 4 Sales of Snacks by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Snacks: % Value 2020-2024

Table 6 LBN Brand Shares of Snacks: % Value 2021-2024

Table 7 Penetration of Private Label by Category: % Value 2019-2024

Table 8 Distribution of Snacks by Format: % Value 2019-2024

Table 9 Forecast Sales of Snacks by Category: Volume 2024-2029

Table 10 □Forecast Sales of Snacks by Category: Value 2024-2029

Table 11 □Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 12 □Forecast Sales of Snacks by Category: % Value Growth 2024-2029

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

#### CHOCOLATE CONFECTIONERY IN KENYA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Price-conscious consumers drive innovation

Chocolate tablets surge ahead with promotions, pouches lag behind

New product development strategies attract consumers

##### PROSPECTS AND OPPORTUNITIES

Government policies and economic constraints pose challenges

Rising middle class offers growth potential

Tablets poised for continued success

##### CATEGORY DATA

Table 13 Sales of Chocolate Confectionery by Category: Volume 2019-2024

Table 14 Sales of Chocolate Confectionery by Category: Value 2019-2024

Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2019-2024

Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2019-2024

Table 17 Sales of Chocolate Tablets by Type: % Value 2019-2024

Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2020-2024

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2021-2024  
Table 20 Distribution of Chocolate Confectionery by Format: % Value 2019-2024  
Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2024-2029  
Table 22 □Forecast Sales of Chocolate Confectionery by Category: Value 2024-2029  
Table 23 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2024-2029  
Table 24 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2024-2029

#### GUM IN KENYA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Big gum chews up market share among young consumers  
Social media savvy brands leverage influencer marketing  
Wrigley maintains its dominance, but a local player launches a new reference

##### PROSPECTS AND OPPORTUNITIES

Health concerns pose a threat to growth  
Functional benefits and flavours will remain important to maintain growth  
Younger consumers will remain an important target group for players

##### CATEGORY DATA

Table 25 Sales of Gum by Category: Volume 2019-2024  
Table 26 Sales of Gum by Category: Value 2019-2024  
Table 27 Sales of Gum by Category: % Volume Growth 2019-2024  
Table 28 Sales of Gum by Category: % Value Growth 2019-2024  
Table 29 Sales of Gum by Flavour: Rankings 2019-2024  
Table 30 NBO Company Shares of Gum: % Value 2020-2024  
Table 31 LBN Brand Shares of Gum: % Value 2021-2024  
Table 32 Distribution of Gum by Format: % Value 2019-2024  
Table 33 Forecast Sales of Gum by Category: Volume 2024-2029  
Table 34 □Forecast Sales of Gum by Category: Value 2024-2029  
Table 35 □Forecast Sales of Gum by Category: % Volume Growth 2024-2029  
Table 36 □Forecast Sales of Gum by Category: % Value Growth 2024-2029

#### SUGAR CONFECTIONERY IN KENYA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Growing population and disposable incomes drive growth  
Urbanisation and evolving lifestyles propel growth  
Expanding retail landscape and e-commerce's growing role

##### PROSPECTS AND OPPORTUNITIES

Sugar-free alternatives set to gain popularity  
Boiled sweets face decline due to heightened health awareness  
Rise in promotional activities and marketing initiatives

##### CATEGORY DATA

Table 37 Sales of Sugar Confectionery by Category: Volume 2019-2024  
Table 38 Sales of Sugar Confectionery by Category: Value 2019-2024  
Table 39 Sales of Sugar Confectionery by Category: % Volume Growth 2019-2024  
Table 40 Sales of Sugar Confectionery by Category: % Value Growth 2019-2024  
Table 41 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2019-2024  
Table 42 NBO Company Shares of Sugar Confectionery: % Value 2020-2024  
Table 43 LBN Brand Shares of Sugar Confectionery: % Value 2021-2024

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 44 Distribution of Sugar Confectionery by Format: % Value 2019-2024

Table 45 Forecast Sales of Sugar Confectionery by Category: Volume 2024-2029

Table 46 □Forecast Sales of Sugar Confectionery by Category: Value 2024-2029

Table 47 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2024-2029

Table 48 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2024-2029

## SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN KENYA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Price sensitivity propels budget-friendly brands

Expanding distribution channels and product innovation fuel growth

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

### PROSPECTS AND OPPORTUNITIES

Health concerns will lead to more lower sugar options

Convenience drives snacking

Wafers face growth hurdles

### CATEGORY DATA

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2019-2024

Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2019-2024

Table 51 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2019-2024

Table 52 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2019-2024

Table 53 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2024

Table 54 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2024

Table 55 NBO Company Shares of Sweet Biscuits: % Value 2020-2024

Table 56 LBN Brand Shares of Sweet Biscuits: % Value 2021-2024

Table 57 NBO Company Shares of Snack Bars: % Value 2020-2024

Table 58 □LBN Brand Shares of Snack Bars: % Value 2021-2024

Table 59 □NBO Company Shares of Fruit Snacks: % Value 2020-2024

Table 60 □LBN Brand Shares of Fruit Snacks: % Value 2021-2024

Table 61 □Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2019-2024

Table 62 □Distribution of Sweet Biscuits by Format: % Value 2019-2024

Table 63 □Distribution of Snack Bars by Format: % Value 2019-2024

Table 64 □Distribution of Fruit Snacks by Format: % Value 2019-2024

Table 65 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2024-2029

Table 66 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2024-2029

Table 67 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2024-2029

Table 68 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2024-2029

## ICE CREAM IN KENYA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Price sensitivity pushes manufacturers to innovate

Dairy and impulse ice cream reign supreme

Dairyland makes a pioneering move with vegan ice cream

### PROSPECTS AND OPPORTUNITIES

Private label brands to challenge established players

Rising disposable incomes and improving lifestyles to drive growth

Luxury options poised for growth, single-serve water ice cream faces challenges

### CATEGORY DATA

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

Table 69 Sales of Ice Cream by Category: Volume 2019-2024  
 Table 70 Sales of Ice Cream by Category: Value 2019-2024  
 Table 71 Sales of Ice Cream by Category: % Volume Growth 2019-2024  
 Table 72 Sales of Ice Cream by Category: % Value Growth 2019-2024  
 Table 73 Sales of Ice Cream by Leading Flavours: Rankings 2019-2024  
 Table 74 Sales of Impulse Ice Cream by Format: % Value 2019-2024  
 Table 75 NBO Company Shares of Ice Cream: % Value 2020-2024  
 Table 76 LBN Brand Shares of Ice Cream: % Value 2021-2024  
 Table 77 NBO Company Shares of Impulse Ice Cream: % Value 2020-2024  
 Table 78 □LBN Brand Shares of Impulse Ice Cream: % Value 2021-2024  
 Table 79 □NBO Company Shares of Take-home Ice Cream: % Value 2020-2024  
 Table 80 □LBN Brand Shares of Take-home Ice Cream: % Value 2021-2024  
 Table 81 □Distribution of Ice Cream by Format: % Value 2019-2024  
 Table 82 □Forecast Sales of Ice Cream by Category: Volume 2024-2029  
 Table 83 □Forecast Sales of Ice Cream by Category: Value 2024-2029  
 Table 84 □Forecast Sales of Ice Cream by Category: % Volume Growth 2024-2029  
 Table 85 □Forecast Sales of Ice Cream by Category: % Value Growth 2024-2029

## SAVOURY SNACKS IN KENYA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Price plays a starring role

Local flavours take centre stage

Local brand maintains its lead with wide distribution

### PROSPECTS AND OPPORTUNITIES

Innovation: The key to standing out from the crowd

Healthier options take the stage

Savoury biscuits: A potential comeback kid

Summary 2 Other Savoury Snacks by Product Type: 2024

### CATEGORY DATA

Table 86 Sales of Savoury Snacks by Category: Volume 2019-2024  
 Table 87 Sales of Savoury Snacks by Category: Value 2019-2024  
 Table 88 Sales of Savoury Snacks by Category: % Volume Growth 2019-2024  
 Table 89 Sales of Savoury Snacks by Category: % Value Growth 2019-2024  
 Table 90 NBO Company Shares of Savoury Snacks: % Value 2020-2024  
 Table 91 LBN Brand Shares of Savoury Snacks: % Value 2021-2024  
 Table 92 Distribution of Savoury Snacks by Format: % Value 2019-2024  
 Table 93 Forecast Sales of Savoury Snacks by Category: Volume 2024-2029  
 Table 94 Forecast Sales of Savoury Snacks by Category: Value 2024-2029  
 Table 95 □Forecast Sales of Savoury Snacks by Category: % Volume Growth 2024-2029  
 Table 96 □Forecast Sales of Savoury Snacks by Category: % Value Growth 2024-2029

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

## Snacks in Kenya

Market Direction | 2024-07-09 | 61 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	€2150.00
	Multiple User License (1 Site)	€4300.00
	Multiple User License (Global)	€6450.00
		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="2025-05-05"/>
		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