

## **Butter and Spreads in Kenya**

Market Direction | 2024-09-05 | 16 pages | Euromonitor

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### **Report description:**

The demand for butter and spreads in Kenya has stagnated during 2024 amid rising prices. Retail volume sales are projected to rise slightly for margarine and spreads and be flat for cooking fats, but continue to fall strongly for butter. Kenyan consumers remain price-sensitive and tend to opt for cooking fats and margarine and spreads or alternatives instead. In addition, severe drought conditions have hampered milk production in the review period, which consequently impacted local butter produc...

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 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: 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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