

Baked Goods in Kenya

Market Direction | 2024-11-14 | 19 pages | Euromonitor

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Report description:

Kenyan consumers are highly price sensitive in 2024 as a result of the rising cost of raw materials and production. In response to the increased cost of flour, Broadway Bakery raised bread prices in the year, prompting consumers to look for more affordable options, including smaller pack sizes and more basic bread varieties. Mill Bakers, for instance, has seen a rise in sales of its smaller loaves and basic bread types as a result of this shift in consumer behaviour.

Euromonitor International's Baked Goods 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: Bread, Cakes, Dessert Mixes, Dessert Pies and Tarts, Frozen Baked Goods, Pastries.

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

Why buy this report?

- * Get a detailed picture of the Baked Goods 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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