

Breakfast Cereals in Kenya

Market Direction | 2024-11-14 | 18 pages | Euromonitor

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Report description:

Inflation has driven up the cost of raw materials, including wheat, causing price hikes and strong double-digit value growth in breakfast cereals in 2024. To mitigate the impact on price-sensitive consumers, companies such as Weetabix East Africa Ltd have introduced modest price adjustments and optimised production processes. The company has also recently introduced a promotion called Fyatuka na Weetabix as part of a strategy to boost sales of its 'Kadogo' (small) packs, targeting price-conscious...

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 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: 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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