

Rice, Pasta and Noodles in Kenya

Market Direction | 2024-11-14 | 23 pages | Euromonitor

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Report description:

In 2024, the rice, pasta and noodles category overall is witnessing double-digit current value growth due to price increases as inflation has driven up the cost of raw materials and transportation. Companies have responded by introducing more affordable options and smaller pack sizes. Small local grocers typically offer smaller pack sizes, enhancing affordability, whilst supermarkets cater to bulk buyers with larger pack sizes. Supermarkets are playing a crucial role in driving volume sales of e...

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 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: 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.

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