

## Staple Foods in Kenya

Market Direction | 2024-11-14 | 54 pages | Euromonitor

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### Report description:

Inflation has significantly impacted Kenya's staple foods market in 2024. The rising cost of raw materials such as wheat, transportation and packaging, as well as fluctuating foreign exchange rates have driven up production costs. Njoro Canning Factory Ltd, owner of Golden Valley, reported a price increase of around 7% due to drought conditions, which have affected pea production, whilst Weetabix East Africa Ltd noted a 5-7% price increase due to rising raw material and transport costs??. Brea...

Euromonitor International's Staple Foods 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: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

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

### Why buy this report?

- \* Get a detailed picture of the Staple Foods 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.

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