

Cooking Ingredients and Meals in Kenya

Market Direction | 2024-12-05 | 39 pages | Euromonitor

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Report description:

Inflation has been a significant challenge for the cooking ingredients and meals market in Kenya in 2024. Increased production costs due to higher raw material prices, transport expenses, and import taxes have resulted in a rise in final product prices in the year. Trufoods Ltd reported a 6% price increase, driven by higher raw material and transport costs, as well as currency fluctuations. Unilever, meanwhile, implemented a 3% price increase due to increased logistics expenses. Players such...

Euromonitor International's Cooking Ingredients and Meals 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: Edible Oils, Meals and Soups, Sauces, Dips and Condiments, Sweet 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 Cooking Ingredients and Meals 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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