

Edible Oils in Kenya

Market Direction | 2024-12-05 | 17 pages | Euromonitor

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Report description:

Kenyan consumers are increasingly price-sensitive in 2024, primarily due to inflation affecting household budgets. The rising costs of raw materials and production have led to higher retail prices for edible oils in the year. To manage these price increases and maintain consumer demand, companies are offering smaller pack sizes to make products more affordable. In addition, some brands like Avena have introduced promotional offers, such as getting a free 500ml bottle with the purchase of a 5-lit...

Euromonitor International's Edible Oils 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: Corn Oil, Olive Oil, Other Edible Oil, Palm Oil, Rapeseed Oil, Soy Oil, Sunflower Oil.

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

Why buy this report?

- * Get a detailed picture of the Edible Oils 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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Table of Contents:

Edible Oils in Kenya
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List Of Contents And Tables

EDIBLE OILS IN KENYA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers turn to budget-friendly options amid rising prices

Rising health consciousness drives innovation

Pure Mountain revolutionises the Kenyan market with herb-infused canola oil

PROSPECTS AND OPPORTUNITIES

Players expected to tackle economic instability with innovation and local sourcing

Health-conscious and eco-friendly consumers set to drive growth

Health-oriented oils expected to outperform traditional vegetable oils

CATEGORY DATA

Table 1 Sales of Edible Oils by Category: Volume 2019-2024

Table 2 Sales of Edible Oils by Category: Value 2019-2024

Table 3 Sales of Edible Oils by Category: % Volume Growth 2019-2024

Table 4 Sales of Edible Oils by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Edible Oils: % Value 2020-2024

Table 6 LBN Brand Shares of Edible Oils: % Value 2021-2024

Table 7 Distribution of Edible Oils by Format: % Value 2019-2024

Table 8 Forecast Sales of Edible Oils by Category: Volume 2024-2029

Table 9 Forecast Sales of Edible Oils by Category: Value 2024-2029

Table 10 □Forecast Sales of Edible Oils by Category: % Volume Growth 2024-2029

Table 11 □Forecast Sales of Edible Oils by Category: % Value Growth 2024-2029

COOKING INGREDIENTS AND MEALS IN KENYA

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

MARKET DATA

Table 12 Sales of Cooking Ingredients and Meals by Category: Volume 2019-2024

Table 13 Sales of Cooking Ingredients and Meals by Category: Value 2019-2024

Table 14 Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2019-2024

Table 15 Sales of Cooking Ingredients and Meals by Category: % Value Growth 2019-2024

Table 16 NBO Company Shares of Cooking Ingredients and Meals: % Value 2020-2024

Table 17 LBN Brand Shares of Cooking Ingredients and Meals: % Value 2021-2024

Table 18 Penetration of Private Label by Category: % Value 2019-2024

Table 19 Distribution of Cooking Ingredients and Meals by Format: % Value 2019-2024

Table 20 Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2024-2029

Table 21 □Forecast Sales of Cooking Ingredients and Meals by Category: Value 2024-2029

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Table 22 □Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2024-2029

Table 23 □Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

Edible Oils in Kenya

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