

Meals and Soups in Kenya

Market Direction | 2024-12-05 | 16 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

Inflation has made Kenyan consumers more price-sensitive in 2024, impacting their purchasing decisions in the meals and soups category. They are paying closer attention to discounts and deals, and some are even switching brands or stores in order to save money. This price sensitivity has resulted in rising demand for smaller pack sizes and more affordable product options in the year.

Euromonitor International's Meals and Soups 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- * Get a detailed picture of the Meals and Soups 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Meals and Soups in Kenya
Euromonitor International
December 2024

List Of Contents And Tables

MEALS AND SOUPS IN KENYA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Inflation drives price sensitivity amongst Kenyan consumers
Convenience fuels growth of ready-to-eat meals
Health-conscious consumers drive demand for low salt and organic meal options

PROSPECTS AND OPPORTUNITIES

Challenge of health trend and rising production costs
Rising demand for healthy products will influence innovation
Consumers appreciate convenience of ready-to-eat meals

CATEGORY DATA

- Table 1 Sales of Meals and Soups by Category: Volume 2019-2024
- Table 2 Sales of Meals and Soups by Category: Value 2019-2024
- Table 3 Sales of Meals and Soups by Category: % Volume Growth 2019-2024
- Table 4 Sales of Meals and Soups by Category: % Value Growth 2019-2024
- Table 5 NBO Company Shares of Meals and Soups: % Value 2020-2024
- Table 6 LBN Brand Shares of Meals and Soups: % Value 2021-2024
- Table 7 Distribution of Meals and Soups by Format: % Value 2019-2024
- Table 8 Forecast Sales of Meals and Soups by Category: Volume 2024-2029
- Table 9 Forecast Sales of Meals and Soups by Category: Value 2024-2029
- Table 10 □Forecast Sales of Meals and Soups by Category: % Volume Growth 2024-2029
- Table 11 □Forecast Sales of Meals and Soups 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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com
www.scotts-international.com

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

DISCLAIMER

SOURCES

Summary 1 Research Sources

Meals and Soups in Kenya

Market Direction | 2024-12-05 | 16 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2026-02-07
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com