

## **Cooking Ingredients and Meals in Tanzania**

Market Direction | 2025-01-16 | 37 pages | Euromonitor

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### **Report description:**

The growth in the demand for cooking ingredients and meals in Tanzania in 2024 was supported by population growth, a developing middle class and wider distribution. However, high prices, unpackaged and home-made alternatives and a strong informal market hindered growth potential. Nonetheless, the growing presence of local brands increased the affordability of packaged products in a still tough economic climate, aided by government support for local production to reduce a reliance on imports.

Euromonitor International's Cooking Ingredients and Meals in Tanzania 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 2020-2024, 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 2029, 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.

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