

Biscuits and Snack Bars in Kenya

<https://marketpublishers.com/r/BD91DD00044EN.html>

Date: October 2015

Pages: 26

Price: US\$ 990.00 (Single User License)

ID: BD91DD00044EN

Abstracts

Biscuits are considered to be classic snack products in Kenya, usually consumed with tea and also eating largely by children, teenagers and young adults, particularly those studying at boarding school. The growth of Kenya's middle class and increasing disposable income levels, coupled with the increase of foreign brands flooding shelves in modern grocery retailers, has resulted in strong growth being recorded in biscuits in Kenya.

Euromonitor International's Biscuits and Snack Bars in Kenya report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2010-2014, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2019 illustrate how the market is set to change.

Product coverage: Biscuits, Snack Bars.

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

Why buy this report?

Get a detailed picture of the Biscuits and Snack Bars 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.

Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Biscuits and Snack Bars by Category: Volume 2010-2015

Table 2 Sales of Biscuits and Snack Bars by Category: Value 2010-2015

Table 3 Sales of Biscuits and Snack Bars by Category: % Volume Growth 2010-2015

Table 4 Sales of Biscuits and Snack Bars by Category: % Value Growth 2010-2015

Table 5 NBO Company Shares of Biscuits and Snack Bars: % Value 2011-2015

Table 6 LBN Brand Shares of Biscuits and Snack Bars: % Value 2012-2015

Table 7 NBO Company Shares of Biscuits: % Value 2011-2015

Table 8 LBN Brand Shares of Biscuits: % Value 2012-2015

Table 9 Distribution of Biscuits and Snack Bars by Format: % Value 2010-2015

Table 10 Distribution of Biscuits by Format: % Value 2010-2015

Table 11 Forecast Sales of Biscuits and Snack Bars by Category: Volume 2015-2020

Table 12 Forecast Sales of Biscuits and Snack Bars by Category: Value 2015-2020

Table 13 Forecast Sales of Biscuits and Snack Bars by Category: % Volume Growth 2015-2020

Table 14 Forecast Sales of Biscuits and Snack Bars by Category: % Value Growth 2015-2020

Executive Summary

Packaged Food in Kenya Achieves A Steady Growth in 2015

Product Launches Target the Growing Middle-income Consumer Class in 2015

Local Manufacturers Dominate Packaged Food in 2015

Modern Retail Outlets Remain Preferred Channels for Product Distribution

Growth Expected During the Forecast Period As Income Levels Rise

Foodservice: Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 15 Foodservice Sales of Packaged Food by Category: Volume 2010-2015

Table 16 Foodservice Sales of Packaged Food by Category: % Volume Growth 2010-2015

Table 17 Forecast Foodservice Sales of Packaged Food by Category: Volume

2015-2020

Table 18 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2015-2020

Market Data

Table 19 Sales of Packaged Food by Category: Volume 2010-2015

Table 20 Sales of Packaged Food by Category: Value 2010-2015

Table 21 Sales of Packaged Food by Category: % Volume Growth 2010-2015

Table 22 Sales of Packaged Food by Category: % Value Growth 2010-2015

Table 23 GBO Company Shares of Packaged Food: % Value 2011-2015

Table 24 NBO Company Shares of Packaged Food: % Value 2011-2015

Table 25 LBN Brand Shares of Packaged Food: % Value 2012-2015

Table 26 Distribution of Packaged Food by Format: % Value 2010-2015

Table 27 Distribution of Packaged Food by Format and Category: % Value 2015

Table 28 Forecast Sales of Packaged Food by Category: Volume 2015-2020

Table 29 Forecast Sales of Packaged Food by Category: Value 2015-2020

Table 30 Forecast Sales of Packaged Food by Category: % Volume Growth

2015-2020

Table 31 Forecast Sales of Packaged Food by Category: % Value Growth 2015-2020

Sources

Summary 1 Research Sources

I would like to order

Product name: Biscuits and Snack Bars in Kenya

Product link: <https://marketpublishers.com/r/BD91DD00044EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/BD91DD00044EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970