

# Biscuits in Kenya

<https://marketpublishers.com/r/BCFCCE7467CEN.html>

Date: November 2014

Pages: 46

Price: US\$ 990.00 (Single User License)

ID: BCFCCE7467CEN

## Abstracts

Plain biscuits is set to remain the biscuits category with the strongest growth during 2014 as this is a category with a very wide variety of products on offer. Whilst biscuit consumption is expected to have risen over the course of 2014, the category continued to be influenced by the cheap biscuit imports which are flooding into Kenya as well as the proliferation of counterfeit branded biscuits, especially those which purport to be from the House of Manji and Britannia biscuit ranges.

Euromonitor International's Biscuits 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 2009-2013, 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 2018 illustrate how the market is set to change.

**Product coverage:** Savoury Biscuits and Crackers, Sweet Biscuits.

**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 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 by Category: Volume 2009-2014

Table 2 Sales of Biscuits by Category: Value 2009-2014

Table 3 Sales of Biscuits by Category: % Volume Growth 2009-2014

Table 4 Sales of Biscuits by Category: % Value Growth 2009-2014

Table 5 NBO Company Shares of Biscuits: % Value 2010-2014

Table 6 LBN Brand Shares of Biscuits: % Value 2011-2014

Table 7 Distribution of Biscuits by Format: % Value 2009-2014

Table 8 Forecast Sales of Biscuits by Category: Volume 2014-2019

Table 9 Forecast Sales of Biscuits by Category: Value 2014-2019

Table 10 Forecast Sales of Biscuits by Category: % Volume Growth 2014-2019

Table 11 Forecast Sales of Biscuits by Category: % Value Growth 2014-2019

Executive Summary

Packaged Food Is Expected To Continue Recording Positive Growth in Kenya During 2014

Growing Number of Middle-income Consumers Accelerates Growth in Packaged Food  
Modern Grocery Retailers Outlets Remain the Most Popular for Sales of Packaged Food

Steady Growth Forecast for Packaged Food in Kenya During the Forecast Period

Foodservice - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 12 Foodservice Sales of Packaged Food by Category: Volume 2009-2014

Table 13 Foodservice Sales of Packaged Food by Category: % Volume Growth 2009-2014

Table 14 Forecast Foodservice Sales of Packaged Food by Category: Volume 2014-2019

Table 15 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2014-2019

Impulse and Indulgence Products - Key Trends and Developments

## Headlines

### Trends

### Competitive Landscape

### Prospects

### Category Data

Table 16 Sales of Impulse and Indulgence Products by Category: Volume 2009-2014

Table 17 Sales of Impulse and Indulgence Products by Category: Value 2009-2014

Table 18 Sales of Impulse and Indulgence Products by Category: % Volume Growth 2009-2014

Table 19 Sales of Impulse and Indulgence Products by Category: % Value Growth 2009-2014

Table 20 NBO Company Shares of Impulse and Indulgence Products: % Value 2010-2014

Table 21 LBN Brand Shares of Impulse and Indulgence Products: % Value 2011-2014

Table 22 Forecast Sales of Impulse and Indulgence Products by Category: Volume 2014-2019

Table 23 Forecast Sales of Impulse and Indulgence Products by Category: Value 2014-2019

Table 24 Forecast Sales of Impulse and Indulgence Products by Category: % Volume Growth 2014-2019

Table 25 Forecast Sales of Impulse and Indulgence Products by Category: % Value Growth 2014-2019

## Meal Solutions - Key Trends and Developments

### Headlines

### Trends

### Competitive Landscape

### Prospects

### Category Data

Table 26 Sales of Meal Solutions by Category: Volume 2009-2014

Table 27 Sales of Meal Solutions by Category: Value 2009-2014

Table 28 Sales of Meal Solutions by Category: % Volume Growth 2009-2014

Table 29 Sales of Meal Solutions by Category: % Value Growth 2009-2014

Table 30 NBO Company Shares of Meal Solutions: % Value 2010-2014

Table 31 LBN Brand Shares of Meal Solutions: % Value 2011-2014

Table 32 Forecast Sales of Meal Solutions by Category: Volume 2014-2019

Table 33 Forecast Sales of Meal Solutions by Category: Value 2014-2019

Table 34 Forecast Sales of Meal Solutions by Category: % Volume Growth 2014-2019

Table 35 Forecast Sales of Meal Solutions by Category: % Value Growth 2014-2019

## Nutrition/staples - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 36 Sales of Nutrition/Staples by Category: Volume 2009-2014

Table 37 Sales of Nutrition/Staples by Category: Value 2009-2014

Table 38 Sales of Nutrition/Staples by Category: % Volume Growth 2009-2014

Table 39 Sales of Nutrition/Staples by Category: % Value Growth 2009-2014

Table 40 NBO Company Shares of Nutrition/Staples: % Value 2010-2014

Table 41 LBN Brand Shares of Nutrition/Staples: % Value 2011-2014

Table 42 Forecast Sales of Nutrition/Staples by Category: Volume 2014-2019

Table 43 Forecast Sales of Nutrition/Staples by Category: Value 2014-2019

Table 44 Forecast Sales of Nutrition/Staples by Category: % Volume Growth  
2014-2019

Table 45 Forecast Sales of Nutrition/Staples by Category: % Value Growth 2014-2019

Market Data

Table 46 Sales of Packaged Food by Category: Volume 2009-2014

Table 47 Sales of Packaged Food by Category: Value 2009-2014

Table 48 Sales of Packaged Food by Category: % Value Growth 2009-2014

Table 49 Sales of Packaged Food by Category: % Volume Growth 2009-2014

Table 50 GBO Company Shares of Packaged Food: % Value 2010-2014

Table 51 NBO Company Shares of Packaged Food: % Value 2010-2014

Table 52 LBN Brand Shares of Packaged Food: % Value 2011-2014

Table 53 Distribution of Packaged Food by Format: % Value 2009-2014

Table 54 Distribution of Packaged Food by Format and Category: % Value 2014

Table 55 Forecast Sales of Packaged Food by Category: Volume 2014-2019

Table 56 Forecast Sales of Packaged Food by Category: Value 2014-2019

Table 57 Forecast Sales of Packaged Food by Category: % Volume Growth  
2014-2019

Sources

Summary 1 Research Sources

## I would like to order

Product name: Biscuits in Kenya

Product link: <https://marketpublishers.com/r/BCFCCE7467CEN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/BCFCCE7467CEN.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