

# Butter and Margarine in Kenya

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## Abstracts

Modern retail expansion in Kenya remains below 25%, with neighbourhood kiosks, market stalls and independent small grocers having a wider footprint. Over the review period, modern grocery retailers fiercely competed for strategic locations and customers as disposable incomes rose. Traditional retailing outlets, mainly kiosks, grew exponentially as well as urbanisation levels grew, with residential areas expanding in the outskirts of urban cities, promoting value and volume growth in butter and m...

Euromonitor International's Butter and Margarine 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 2012-2016, 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 2021 illustrate how the market is set to change.

**Product coverage:** Butter, Cooking Fats, Margarine and 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 Butter and Margarine 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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