

Chilled Processed Food in Kenya

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Abstracts

Kenya's chilled processed food category is expected to experience positive growth in value in 2014. Growth for chilled processed food continues to be boosted by the increasing investment in refrigeration in the retail industry during the review period. The limited number of retail outlets in Kenya which are able to stock and display chilled processed meat continued to expand during the review period, particularly within supermarkets. This expansion of refrigeration in retail outlets can be...

Euromonitor International's Chilled Processed Food 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: Chilled Fish/Seafood, Chilled Lunch Kits, Chilled Noodles, Chilled Pizza, Chilled Processed Meat, Chilled Ready Meals, Chilled Soup, Chilled/Fresh Pasta, Fresh Cut Fruits, Prepared Salads.

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

Why buy this report?

Get a detailed picture of the Chilled Processed Food 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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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

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