

Edible Oils in Kenya

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Abstracts

In 2023, edible oil prices have remained persistently high, continuing the trend from the significant increase experienced in 2022. Unfortunately, there is little respite in sight, primarily due to the Kenyan government's imposition of a 25% import tariff on edible oils. This policy move has had a cascading effect, forcing consumers to grapple with elevated prices. As a result, the year 2023 has seen a noticeable decline in the volume of edible oil purchases, with consumers struggling to absorb...

Euromonitor International's Edible Oils in Kenya 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 2018-2022, 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 directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Corn Oil, Olive Oil, Other Edible Oil, Palm Oil, Rapeseed Oil, Soy Oil, Sunflower Oil.

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

Why buy this report?

Get a detailed picture of the Edible Oils 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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