

# Oils and Fats in Kenya

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## Abstracts

2015 saw the leading manufacturers of oils and fats in Kenya engaging in product price reductions, especially for products positioned in cooking fats, while overall packaging innovation was also undertaken with the aim of promoting brand loyalty and increasing sales. Bidco Oil Refineries Ltd, now known as Bidco Africa Ltd, took the lead in terms of reducing the overall unit prices of its oils and fats with the aim of promoting product sales and maintaining consumer loyalty as a way of easing...

Euromonitor International's Oils and Fats 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:** Butter, Cooking Fats, Margarine, Olive Oil, Spreadable Oils and Fats, Vegetable and Seed 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 Oils and Fats 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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