

# Rice, Pasta and Noodles in Kenya

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## Abstracts

In Kenya, rice and instant noodle pouches are recording robust volume growth in 2023, driven by consumers prioritising essential groceries amid rising food prices. The rice, pasta and noodles category overall is witnessing double-digit current value growth. Rice, as the largest product by volume sales, is benefitting from the steep price increase in maize meal, a primary ingredient for ugali - a staple local dish. Drought conditions have adversely affected the maize crop, leading to reduced yield...

Euromonitor International's Rice, Pasta and Noodles 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: Noodles, Pasta, Rice.

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

Why buy this report?

Get a detailed picture of the Rice, Pasta and Noodles 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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Euromonitor International

November 2023

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