

Savoury Snacks in Kenya

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Abstracts

The economic landscape in Kenya is conducting the orchestra of consumer behaviour in packaged food, including savoury snacks, in 2024. Inflation has taken centre stage, leading to a heightened focus on affordability. Kenyans are becoming increasingly price-conscious, opting for smaller pack sizes and budget-friendly brands. This shift in purchasing behaviour is prompting manufacturers to adapt their strategies. Smaller pack options from established brands like Tropical Heat and Urban Bites are e...

Euromonitor International's Savoury Snacks 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Meat Snacks, Nuts, Seeds and Trail Mixes, Other Savoury Snacks, Popcorn, Pretzels, Salty Snacks, Savoury Biscuits, Seafood Snacks.

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

Why buy this report?

Get a detailed picture of the Savoury Snacks 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.

Contents

Savoury Snacks in Kenya
Euromonitor International
July 2024

LIST OF CONTENTS AND TABLES

SAVOURY SNACKS IN KENYA
KEY DATA FINDINGS

2024 DEVELOPMENTS

Price plays a starring role
Local flavours take centre stage
Local brand maintains its lead with wide distribution

PROSPECTS AND OPPORTUNITIES

Innovation: The key to standing out from the crowd
Healthier options take the stage
Savoury biscuits: A potential comeback kid
Summary 1 Other Savoury Snacks by Product Type: 2024

CATEGORY DATA

Table 1 Sales of Savoury Snacks by Category: Volume 2019-2024
Table 2 Sales of Savoury Snacks by Category: Value 2019-2024
Table 3 Sales of Savoury Snacks by Category: % Volume Growth 2019-2024
Table 4 Sales of Savoury Snacks by Category: % Value Growth 2019-2024
Table 5 NBO Company Shares of Savoury Snacks: % Value 2020-2024
Table 6 LBN Brand Shares of Savoury Snacks: % Value 2021-2024
Table 7 Distribution of Savoury Snacks by Format: % Value 2019-2024
Table 8 Forecast Sales of Savoury Snacks by Category: Volume 2024-2029
Table 9 Forecast Sales of Savoury Snacks by Category: Value 2024-2029
Table 10 Forecast Sales of Savoury Snacks by Category: % Volume Growth 2024-2029
Table 11 Forecast Sales of Savoury Snacks by Category: % Value Growth 2024-2029

SNACKS IN KENYA

EXECUTIVE SUMMARY

Snacks in 2024: The big picture
Key trends in 2024
Competitive Landscape
Channel developments

What next for snacks?

MARKET DATA

Table 12 Sales of Snacks by Category: Volume 2019-2024

Table 13 Sales of Snacks by Category: Value 2019-2024

Table 14 Sales of Snacks by Category: % Volume Growth 2019-2024

Table 15 Sales of Snacks by Category: % Value Growth 2019-2024

Table 16 NBO Company Shares of Snacks: % Value 2020-2024

Table 17 LBN Brand Shares of Snacks: % Value 2021-2024

Table 18 Penetration of Private Label by Category: % Value 2019-2024

Table 19 Distribution of Snacks by Format: % Value 2019-2024

Table 20 Forecast Sales of Snacks by Category: Volume 2024-2029

Table 21 Forecast Sales of Snacks by Category: Value 2024-2029

Table 22 Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 23 Forecast Sales of Snacks by Category: % Value Growth 2024-2029

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SOURCES

Summary 2 Research Sources

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