

# Kenya: Baby Foods Market – Market Analysis, Size, Trends, Consumption, Insights, Opportunities, Challenges and Forecast until 2024

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## Abstracts

### SHORT DESCRIPTION

This report presents a strategic analysis of the Kenyan baby foods market and a forecast for its development in the medium term. It provides a comprehensive overview of the market volume and value, dynamics, segmentation, characteristics, main players, prices, international trade, trends and insights, growth and demand drivers, challenges, etc. This is one of the most comprehensive reports about the Kenyan baby foods market, offering unmatched value, accuracy and expert insights.

### REPORT PURPOSE

The purpose of the report is to describe the state of the Kenyan baby foods market and to present real and expert-verified information about the volumes, values, dynamics, segmentation and characteristics of consumption, prices, imports, and exports. The report also presents a forecast for the market development in the medium term. In addition, the report presents an elaborate analysis of the main market participants, industry trends and insights, growth and demand drivers and challenges and all other factors, influencing the market development.

Questions This Report Answers

The report on the Kenyan baby foods market covers:

Market volume, value and dynamics for the last five years;

Analysis of the factors, influencing the market development (market trends and insights, drivers and challenges);

Value chain analysis and structure of price formation;

Analysis of retail price levels and their dynamics for the last five years;

Analysis of the major international trade flows;

Volume, value, dynamics, and analysis of imports for the last five years;

Volume, value, dynamics, and analysis of exports for the last five years;

Volume and dynamics of the average import and export prices for the last five years;

Volume, value, dynamics, and analysis of per capita consumption for the last five years;

Forecast for market development in the medium term;

Characteristics of the main players on the market;

Analysis of the competitive landscape;

Importance of the HoReCa channel (on-trade vs. off-trade consumption);

Market shares of the main market players;

Distribution channels for retail sales;

Five Forces analysis;

Analysis and forecast for the global economy and demographics.

## How Can You Benefit from This Report?

With the help of this report you can:

Discover reliable and expert-verified market data, with which you can confidently make smarter business decisions and drive your business forward;

Track market data, including volume, value, forecasts, dynamics and structure – past, present and future;

Quickly and cost-effectively own a strategic analysis and gain competitive intelligence about the market;

Track and identify key market trends and insights and key drivers behind recent market changes;

Strategically assess growth potential, opportunities, demand drivers and challenges on the market;

Strategically assess the importance of the HoReCa channel on the market;

Discover the importance of each distribution channel for the retail market;

Build and execute upon a strong strategy based on verified market data and expert insights;

Discover how the market performed in the past (in the last 5 years) and how it will perform in the future (in the next 6 years);

Strategically assess the competitive position of the main market players and their respective market shares;

Evaluate how diversified the market is in terms of competitive intensity, fragmentation and environment and understand competitive threats;

Make important strategic decisions safely and with confidence;

Discover data your competitors might already have and be acting upon;

Evaluate your position on the market, choose a new market to enter or get to know a completely new market;

Receive professional expertise on the market and everything important, connected with its development;

Save your time and resources by not having to compile the whole research by yourself;

Get all the data you need in one place and in less than 24 hours;

Empower your marketing, branding, strategy, product and business development, consumption and supply functions with valuable market insights;

Build your investment strategy by assessing market attractiveness, country attractiveness or company attractiveness;

Build your own market entry or market expansion strategy or evaluate your current strategy;

Add value to pitches and presentations by using verified market data and expert insights;

Evaluate the key macroeconomic indicators to get insight into the general trends within the economy and demographics.

### What Kind of Data Is Presented in This Report?

This report presents data, which is:

Reliable (the report is prepared using a proven methodology, including both primary and secondary research);

Expert-verified (the data is cross-checked and confirmed by more than 10 local experts, representatives of the main market players);

Real (allowing you to confidently make smarter business and strategic decisions);

Comprehensive;

Easy to read, perceive and understand (you do not have to be a market expert to understand what really is happening on the market and how it works);

Valuable (the value you get from this report is much higher than the investment you make for it);

Quick and hassle-free to get (you can be reading this report in less than 24 hours);

Commercially feasible;

All in one place;

Easy to get - just a few clicks away!

#### What Kind of Decisions You Can Make Based on the Data in This Report?

This report presents reliable and real market data, providing valuable support to make important strategic decisions regarding:

Strategic planning;

Marketing and sales;

Market and industry evaluation;

Evaluation of market opportunities, risks and challenges;

Regional and country evaluation and opportunity analysis;

Market entry;

Market growth;

Pricing and promotion;

New product development;

Distribution;

Sourcing and supply chain management;

Company evaluation;

Mergers and acquisitions.

#### Who Is This Report for?

This report is for people who already are actively working on this market, representatives of producers, distributors, importers, exporters, wholesalers, retailers, suppliers:

Industry C Level executives;

Directors;

Industry strategists;

Marketing professionals;

Business development professionals;

Product developers;

Product marketers and strategists;

Product managers;

Project managers;

Suppliers;

Traders;

This report is also for people, not directly or actively involved in the market, representatives of investors, consultants, advisors and financial institutions:

Management consultants;

Investment managers;

Financial professionals;

Bank managers;

M&A managers.

## **SHORT METHODOLOGY**

This research report has been prepared using the proven WMStrategy's methodology, including a blend of qualitative and quantitative data. The information comes from official sources and insights from market experts (representatives of the main market participants), gathered by semi-structured interviews. For this particular report, more than 10 market expert interviews have been conducted with experts from the leading market companies (producers, distributors, retailers, suppliers, etc.). The full list of interviewed experts and a detailed methodology are available upon request.

## **PRODUCT COVERAGE**

This report covers the following product groups:

Baby foods (including homogenized and dietary food preparations for infants, infant formulas; excluding baby beverages)).

## **RECAP**

This is the most valuable, detailed and comprehensive report about the Kenyan baby foods market currently available! We also offer similar reports, covering every global country and region separately and offer special terms for bundle purchases. So, if you are interested in the Kenyan baby foods market, this research report will provide you with reliable, expert-verified and real market data you can safely and confidently base your decisions on. In a quick and hassle-free way, it will provide you with a strategic analysis of the market, its recent and future development. In addition, this solution will save you time and money while presenting you all the necessary information, empowering you to make informed commercial decisions and move your business forward!

This report is one of the most in-depth publicly available business analyses that exists

on this particular market. And it is all here in one place, just a few clicks away!

## REPORT CUSTOMIZATION

If the report as is does not work for you, you can get it customized, according to your own specific requirements and criteria. Feel free to contact us for more information!

## EXECUTIVE SUMMARY

The baby foods market in Kenya was equal to 220.00 million USD (calculated in retail prices) in 2014. Until 2024, the baby foods market in Kenya is forecast to reach 664.34 million USD (in retail prices), thus increasing at a CAGR of 8.20% per annum for the period 2019-2024. This is a decrease, compared to the growth of about 16.27% per year, registered in 2014-2018.

The average consumption per capita in value terms reached 4.77 USD per capita (in retail prices) in 2014. In the next five years, it grew at a CAGR of 13.41% per annum.

In the medium term (by 2024), the indicator is forecast to slow down its growth and increase at a CAGR of 5.68% per annum.

Parents are increasingly concerned about the food impact on their child's health. Therefore, one of the most important baby food purchase criteria includes the positive health benefits associated with a certain product. In particular, demand for products with added probiotics and prebiotics has been high, due to their ability to promote a child's digestive system. Meanwhile, customers are also avoiding added, artificial and synthetic ingredients in baby food, which is resonating with the ongoing clean label movement. This is also valid for added sugar, which is another important health aspect, which even matters more than flavor for many parents.

Another notable trend in the baby foods market is linked with the growing popularity of high-pressure processing (HPP), which is quick and allows maximum health benefits. The high-pressure process provides fresh and healthy food products, which are pressurized to kill harmful bacteria without using heat and depleting nutrients. In line with this trend, large retailers have started to include more HPP baby food alternatives to their shelves.

The baby foods market nowadays offers a wide range of highly nutritious products, fulfilling the needs of newborns and young children. Despite this, the growing awareness of the health properties of breastfeeding rises across the world, which leads



to fewer people relying on baby food and infant formulas. At the same time, parents, especially the younger ones, are interested in organic formula products and are willing to pay more for premium options.

## Contents

### **1. INTRODUCTION**

### **2. RESEARCH METHODOLOGY**

### **3. EXECUTIVE SUMMARY**

### **4. PRODUCT DESCRIPTION**

### **5. STATE OF THE GLOBAL DEMOGRAPHICS AND ECONOMY**

5.1. Characteristics of the Global Demographics in 2014-2018

5.2. Characteristics of the Global Economy in 2014-2018

5.3. Forecast for the Development of the Global Economy in the Short Term

### **6. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE KENYAN BABY FOODS MARKET**

6.1. Volume, Value and Dynamics of the Kenyan baby foods Market in 2014-2018

6.2. Trends and Insights of the Kenyan baby foods Market

6.3. Profiles of the Main Players on the Kenyan baby foods Market

6.4. Five Forces Analysis

6.5. Competitive Landscape on the Kenyan baby foods Market

6.6. Drivers and Challenges That Will Affect the Future Development of the Kenyan baby foods Market

### **7. CHARACTERISTICS AND ANALYSIS OF THE KENYAN PRICES OF BABY FOODS IN 2014-2018**

7.1. Value Chain Analysis

7.2. Structure of Price Formation

7.3. Value and Dynamics of the Average Kenyan Retail Prices of baby foods in 2014-2018

### **8. KENYAN FOREIGN TRADE OPERATIONS OF BABY FOODS**

8.1. Kenyan Foreign Trade Operations of baby foods in 2014-2018

## **9. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE IMPORTS OF BABY FOODS TO KENYA**

- 9.1. Volume, Value and Dynamics of the Imports of baby foods to Kenya in 2014-2018
- 9.2. Major Trade Inflows - Segmentation of the Imports of baby foods to Kenya by Exporting Countries in 2014-2018
- 9.3. Average Import Prices of the baby foods, Imported to Kenya in 2014-2018

## **10. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE KENYAN EXPORTS OF BABY FOODS**

- 10.1. Volume, Value and Dynamics of the Kenyan Exports of baby foods in 2014-2018
- 10.2. Major Trade Outflows - Segmentation of the Kenyan Exports of baby foods by Importing Countries in 2014-2018
- 10.3. Average Export Prices of the baby foods, Exported from Kenya in 2014-2018

## **11. CHARACTERISTICS OF THE KENYAN CONSUMPTION OF BABY FOODS PER CAPITA**

- 11.1. Volume, Value and Dynamics of the Kenyan baby foods Consumption per Capita in 2014-2018

## **12. FORECAST FOR DEVELOPMENT OF THE KENYAN BABY FOODS MARKET IN 2019-2024**

- 12.1. Forecast for Development of the Kenyan baby foods Market in 2019-2024 in Three Possible Scenarios
- About us

## List Of Tables

### LIST OF TABLES

Global population, broken down by main regions in 2014-2018, in millions of people and in %

Global population growth rate, population density, urban population and life expectancy, broken down by regions in 2014-2018, in %, people per sq.km. and years

Age structure of the global population, broken down by main regions, in %

Sex structure of the global population, broken down by main regions, in %

Global GDP, broken down by main regions, in millions of USD

Global GNI per capita (Atlas method), broken down by main regions, in USD

Global GDP per capita and GDP annual growth, broken down by main regions, in USD per capita and in %

Global unemployment rate, labor force participation rate and GDP per person employed, broken down by regions in 2014-2018, in % and in constant 2011 PPP USD

Global school enrollment (tertiary education), broken down by main regions, in % of gross education

Global inflation rate – consumer prices, GDP deflator, bank capital to assets ratio, and bank nonperforming loans to total gross loans, broken down by main regions, in %

Global imports and exports of goods and services, BoP, broken down by main regions, in millions of USD and in %

Forecasted global GDP, broken down by main regions, in billions of USD

Forecasted global GDP growth, broken down by main regions, in %

Forecasted global GDP per capita, current prices, broken down by main regions, in %

Volume and dynamics of the Kenyan baby foods market in 2014-2018, in thousands of tons and in %

Value (in RSP) and dynamics of the Kenyan baby foods market in 2014-2018, in million USD and in %

Importance of the HoReCa channel (on-trade vs. off-trade of baby foods) in 2014-2018 and forecast for 2019-2024

Segmentation of baby foods retail distribution in Kenya by distribution channels

Market shares of the main market players

Key financial indicators of Company A for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company B for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company C for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company D for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company E for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company F for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company G for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company H for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company I for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company J for the FY 2014 – FY 2018, in millions of USD and in %

Volume and dynamics of the average annual retail prices of baby foods in Kenya in 2014-2018, in USD per kilogram and in %

Trade balance of the baby foods foreign trade in Kenya in 2014-2018, in thousands of tons and in %

Trade balance of the baby foods foreign trade in Kenya in 2014-2018, in million USD and in %

Volume and dynamics of the Kenyan imports of baby foods in 2014-2018, in thousands of tons and in %

Value and dynamics of the Kenyan imports of baby foods in 2014-2018, in million USD and in %

Segmentation of the Kenyan imports of baby foods by exporting countries in 2014-2018, in million USD and in %

Value and dynamics of the average import prices of the baby foods, imported to Kenya in 2014-2018, in USD per kilogram and in %

Volume and dynamics of the Kenyan exports of baby foods in 2014-2018, in thousands of tons and in %

Value and dynamics of the Kenyan exports of baby foods in 2014-2018, in million USD and in %

Segmentation of the Kenyan exports of baby foods by importing countries in 2014-2018, in million USD and in %

Value and dynamics of the average export prices of the baby foods, exported from Kenya in 2014-2018, in USD per kilogram and in %

Volume and dynamics of the average annual consumption of baby foods per capita in Kenya in 2014-2018, in kilograms per capita and in %

Value and dynamics of the average annual consumption of baby foods per capita in

Kenya in 2014-2018, in USD per capita and in %

Volume, value (in RSP) and dynamics of the Kenyan baby foods market in 2014-2018 and forecast for its development in 2019-2024 (within the framework of the base scenario), in thousands of tons, in million USD and in %

Volume, value (in RSP) and dynamics of the Kenyan baby foods market in 2014-2018 and forecast for its development in 2019-2024 (within the framework of the pessimistic scenario), in thousands of tons, in million USD and in %

Volume, value (in RSP) and dynamics of the Kenyan baby foods market in 2014-2018 and forecast for its development in 2019-2024 (within the framework of the optimistic scenario), in thousands of tons, in million USD and in %

## List Of Figures

### LIST OF FIGURES

Volume and dynamics of the Kenyan baby foods market in 2014-2018, in thousands of tons and in %

Value (in RSP) and dynamics of the Kenyan baby foods market in 2014-2018, in million USD and in %

Importance of the HoReCa channel (on-trade vs. off-trade of baby foods) in 2014-2018 and forecast for 2019-2024

Segmentation of baby foods retail distribution in Kenya by distribution channels

Market shares of the main market players

Value chain analysis, in %

Structure of price formation, in %

Deviation of the average annual retail prices of baby foods in Kenya in 2014-2018, in USD per kilogram

Volume and dynamics of the imports of baby foods to Kenya in 2014-2018, in thousands of tons and in %

Value and dynamics of the imports of baby foods to Kenya in 2014-2018, in million USD and in %

Segmentation of the imports of baby foods to Kenya by exporting countries in value terms in 2018, in % to the total Kenyan imports

Average import prices of the baby foods, imported to Kenya in 2014-2018, in USD per kilogram

Volume and dynamics of the Kenyan exports of baby foods in 2014-2018, in thousands of tons and in %

Value and dynamics of the Kenyan exports of baby foods in 2014-2018, in million USD and in %

Segmentation of the Kenyan exports of baby foods by importing countries in value terms in 2018, in % to the total Kenyan exports

Average export prices of the baby foods, exported from Kenya in 2014-2018, in USD per kilogram

Average annual consumption of baby foods per capita in Kenya in 2014-2018 in volume terms, in kilograms per capita

Average annual consumption of baby foods per capita in Kenya in 2014-2018 in value terms, in USD per capita

Volume and dynamics of the Kenyan baby foods market in 2014-2018 and forecast for its development in 2019-2024 (within the framework of the base scenario), in thousands of tons and in %

Volume and dynamics of the Kenyan baby foods market in 2014-2018 and forecast for its development in 2019-2024 (within the framework of the pessimistic scenario), in thousands of tons and in %

Volume and dynamics of the Kenyan baby foods market in 2014-2018 and forecast for its development in 2019-2024 (within the framework of the optimistic scenario), in thousands of tons and in %



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