

Kenya: Pastry and Cakes 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 pastry and cakes 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 pastry and cakes market, offering unmatched value, accuracy and expert insights.

REPORT PURPOSE

The purpose of the report is to describe the state of the Kenyan pastry and cakes 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 pastry and cakes 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:

Pastry and cakes (including cakes, pastry and other bakery goods, crispbread, rusks, and matzos; excluding sweet biscuits (cookies) or crackers)).

RECAP

This is the most valuable, detailed and comprehensive report about the Kenyan pastry and cakes 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 pastry and cakes 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 pastry and cakes market in Kenya was equal to 1.24 billion USD (calculated in retail prices) in 2014. Until 2024, the pastry and cakes market in Kenya is forecast to reach 3.59 billion USD (in retail prices), thus increasing at a CAGR of 8.69% per annum for the period 2019-2024. This is a decrease, compared to the growth of about 14.60% per year, registered in 2014-2018.

The average consumption per capita in value terms reached 26.93 USD per capita (in retail prices) in 2014. In the next five years, it grew at a CAGR of 11.74% per annum.

In the medium term (by 2024), the indicator is forecast to slow down its growth and increase at a CAGR of 6.15% per annum.

An important driver for the development of the bread and bakery industry in the medium term is connected with the busy lifestyles and demand for convenient products. The dynamic lifestyle of consumers creates an increasing demand for quick and nutritional meals with minimum preparation and efforts. Due to the fact that more consumers are snacking all throughout the day, snacking is expected to be a main driver, prompting bread and bakery consumption, especially among younger generations. With the increasing demand for mini pastries, croissants and sandwiches, convenience is more important than ever. Therefore, the increase in demand for ready-to-eat bakery products and other prepared goods such as frozen pizzas, doughs, cakes and pastries and others is expected to boost overall demand for bread and bakery in the next few years. At the same time, the health awareness among the consumers is growing rapidly in the last few years. Especially important for both the main producing companies and the smaller ones is to coming up with new production processes, new product types and even new flavors to meet this specific need. The increasing bread and bakery food varieties with healthier ingredients and additives will drive the market development in the medium term and will increase the global demand for bread and bakery in the medium term.

Another strong challenge for the market development in the medium term is the clean label. Consumers want to see labels with ingredients that they are familiar with. Some bakery products contain various oxidants/reductants, emulsifiers and preservatives, which have been associated with different health risks. Furthermore, today's consumers, especially the so called millennials, have a range of demands. As already mentioned, they typically want "back to nature" goods, which are made of natural ingredients and entirely without chemicals and additives. This means that products with einkorn flour are likely to become more popular than those with white wheat flour. Moreover, millennials are also looking at the label, which is indicating the provenance of the ingredients and are especially attracted by the popular "free from" trend and the products, which are gluten-free, preservatives-free, sugar-free and so on. As a result, demand for indulgence products such as pastries, cakes and other bakeries may significantly decrease in the upcoming years, when it comes to the younger consumers.

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