

Processed Meat, Seafood and Alternatives To Meat in Kenya

November 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Value and volume sales rise in 2023

Farmer's Choice maintains leadership of processed meat

Distribution presents challenges to growth, while shelf stable seafood gains ground

PROSPECTS AND OPPORTUNITIES

Expansion of modern retail channels to push category growth

Government initiatives and market limitations

Rising health awareness supports sales in plant-based alternatives

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2018-2023

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2018-2023

Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2018-2023

Table 4 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2019-2023

Table 6 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2023

Table 7 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2018-2023

Table 8 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2023-2028

Table 9 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2023-2028

Staple Foods in Kenya - Industry Overview

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 10 - Sales of Staple Foods by Category: Volume 2018-2023

Table 11 - Sales of Staple Foods by Category: Value 2018-2023

Table 12 - Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 13 - Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 14 - NBO Company Shares of Staple Foods: % Value 2019-2023

Table 15 - LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 16 - Distribution of Staple Foods by Format: % Value 2018-2023

Table 17 - Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 18 - Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 19 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 20 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-kenya/report.