

# Sweet Biscuits, Snack Bars and Fruit Snacks in Kenya

July 2023

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Volume growth is maintained despite rising prices, due to shrinkflation  
Changing product range stocked in small local grocers  
Local players continue to dominate, but Kenafric now has an Indian stakeholder

#### PROSPECTS AND OPPORTUNITIES

Steady growth, but price rises will push some consumers to broken down bulk packs  
Fruit snacks and snack bars are emerging categories  
Health concerns will lead to more lower sugar options

#### CATEGORY DATA

Table 1 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2018-2023  
Table 2 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2018-2023  
Table 3 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2018-2023  
Table 4 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2018-2023  
Table 5 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2023  
Table 6 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2023  
Table 7 - NBO Company Shares of Sweet Biscuits: % Value 2019-2023  
Table 8 - LBN Brand Shares of Sweet Biscuits: % Value 2020-2023  
Table 9 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2018-2023  
Table 10 - Distribution of Sweet Biscuits by Format: % Value 2018-2023  
Table 11 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2023-2028  
Table 12 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2023-2028  
Table 13 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2023-2028  
Table 14 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2023-2028

## Snacks in Kenya - Industry Overview

### EXECUTIVE SUMMARY

Snacks in 2023: The big picture  
Key trends in 2023  
Competitive landscape  
Channel developments  
What next for snacks?

#### MARKET DATA

Table 15 - Sales of Snacks by Category: Volume 2018-2023  
Table 16 - Sales of Snacks by Category: Value 2018-2023  
Table 17 - Sales of Snacks by Category: % Volume Growth 2018-2023  
Table 18 - Sales of Snacks by Category: % Value Growth 2018-2023  
Table 19 - NBO Company Shares of Snacks: % Value 2019-2023  
Table 20 - LBN Brand Shares of Snacks: % Value 2020-2023  
Table 21 - Distribution of Snacks by Format: % Value 2018-2023  
Table 22 - Forecast Sales of Snacks by Category: Volume 2023-2028  
Table 23 - Forecast Sales of Snacks by Category: Value 2023-2028  
Table 24 - Forecast Sales of Snacks by Category: % Volume Growth 2023-2028  
Table 25 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028

#### DISCLAIMER

## SOURCES

### Summary 1 - Research Sources

#### About Euromonitor International

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/sweet-biscuits-snack-bars-and-fruit-snacks-in-kenya/report](http://www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-kenya/report).