



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Kenya

July 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Price sensitivity propels budget-friendly brands
- Expanding distribution channels and product innovation fuel growth
- Local players continue to dominate, but Kenafric now has an Indian stakeholder

PROSPECTS AND OPPORTUNITIES

- Health concerns will lead to more lower sugar options
- Convenience drives snacking
- Wafers face growth hurdles

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Snacks in Kenya - Industry Overview

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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.