



**Euromonitor  
International**

# Processed Meat, Seafood and Alternatives To Meat in Kenya

November 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Price increases encourage consumer shift to smaller pack sizes and cheaper fresh produce in 2024
- Strong demand despite rising health consciousness
- Farmer’s Choice maintains its lead in 2024

PROSPECTS AND OPPORTUNITIES

- Challenge of rising health concerns
- Affordability will remain a significant barrier to future demand
- Processed seafood to benefit from its perceived health benefits

CATEGORY DATA

- Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2019-2024
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Staple Foods in Kenya - Industry Overview

EXECUTIVE SUMMARY

- Staple foods in 2024: The big picture
- Key trends in 2024
- Competitive landscape
- Channel developments
- What next for staple foods?

MARKET DATA

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## SOURCES

### Summary 1 - Research Sources

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