



# Butter and Spreads in Kenya

September 2024

Table of Contents

## Butter and Spreads in Kenya - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Price increases dampen retail volume sales  
Health concerns hinder the use of butter and spreads  
Price promotions to gain and retain the loyalty of consumers

#### PROSPECTS AND OPPORTUNITIES

Promotions and health and wellness to pique the interest of consumers at different ends of the market  
Price rises to limit cooking fats and margarine while butter is set to make a slow recovery amid rising awareness of healthier fats  
Technological advances to stimulate butter in Kenya

#### CATEGORY DATA

Table 1 - Sales of Butter and Spreads by Category: Volume 2019-2024  
Table 2 - Sales of Butter and Spreads by Category: Value 2019-2024  
Table 3 - Sales of Butter and Spreads by Category: % Volume Growth 2019-2024  
Table 4 - Sales of Butter and Spreads by Category: % Value Growth 2019-2024  
Table 5 - NBO Company Shares of Butter and Spreads: % Value 2020-2024  
Table 6 - LBN Brand Shares of Butter and Spreads: % Value 2021-2024  
Table 7 - Distribution of Butter and Spreads by Format: % Value 2019-2024  
Table 8 - Forecast Sales of Butter and Spreads by Category: Volume 2024-2029  
Table 9 - Forecast Sales of Butter and Spreads by Category: Value 2024-2029  
Table 10 - Forecast Sales of Butter and Spreads by Category: % Volume Growth 2024-2029  
Table 11 - Forecast Sales of Butter and Spreads by Category: % Value Growth 2024-2029

## Dairy Products and Alternatives in Kenya - Industry Overview

### EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture  
Key trends in 2024  
Competitive landscape  
Channel developments  
What next for dairy products and alternatives?

#### MARKET DATA

Table 12 - Sales of Dairy Products and Alternatives by Category: Value 2019-2024  
Table 13 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024  
Table 14 - NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024  
Table 15 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024  
Table 16 - Penetration of Private Label by Category: % Value 2019-2024  
Table 17 - Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024  
Table 18 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029  
Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

### 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/butter-and-spreads-in-kenya/report](http://www.euromonitor.com/butter-and-spreads-in-kenya/report).